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Networks Seek Ways to Halt FCC Action

Legal or Congress Delays Viewed As Likely

By SOL TAISHOFF

GIVEN LESS than three months to live as full-fledged networks, NBC and CBS officials and attorneys are frantically exploring legal means of thwarting the May 2 action of the FCC majority which decreed an end to their dominance in radio, unless the President or Congress intervenes.

Though they are not looking for miracles, observers in Washington saw last weekend two other possible developments that might stay the FCC's not unexpected but nevertheless paralyzing mandate:

1. President Roosevelt, on the basis of recommendations made last Thursday by Mark Ethridge, whom he had delegated to survey the whole radio regulatory picture, might ask the FCC to postpone the effective date of its order pending further study.

2. Chairman Wheeler, of the Senate Interstate Commerce Committee, jointly with Senator White of Maine, might introduce legislation to "review" the FCC's action and simultaneously express it as the sense of the committee that the FCC hold everything until Congress has a chance to examine the whole issue.

The impact of the FCC's majority report, nursed through its final stages by FCC Chairman James Lawrence Fly after a three-year incubation, all but demoralized the industry. The only peans of praise came from Mutual, which had advocated almost precisely the kind of action taken in the proceedings before the FCC which began in 1938.

While many station owners, particularly those ranking first in their markets, foresaw an unprecedented business boom for them as virtually "free-lance" outlets, they nevertheless were inclined to reserve judgment until they will have had opportunity to digest the 153-page document, and have heard the analyses to be presented to the NAB convention in St. Louis May 12-15. Some independent stations, too, saw visions of network service for the first time, but the general attitude was one of viewing with suspicion the claims of the FCC's majority that the new regulations are "a Magna Charta for American broadcasting stations".

Congress or White House

Aware of the crackdown temper of the FCC majority that voted the new orders, as exemplified in other rulings of that body during the Fly tenure, broadcasters, advertisers and agencies alike found little solace in the statements that greater and healthier competition would result. On the contrary, they were inclined to feel the action was just another step toward eventual Government domination or absorption of commercial radio, though temporary advantages might accrue to certain industry segments.

Mr. Ethridge submitted his final report to Lowell Mellett, as confidential assistant to the President, last Thursday. He recommended legislative action, it is understood, to forestall FCC assaults upon networks and upon newspaper ownership. On the preceding Wednesday (April 30) he had submitted a preliminary report suggesting the FCC issue its report on monopoly but withhold the regulations. There was no indication that the Administration had approved the Fly stampeding of the regulations.

Chairman Wheeler and Senator White planned to confer over the weekend. Both were alarmed over the FCC's action. Whatever the White House may do, it was deemed likely they would propose a resolution to stop the FCC in its tracks and launch the long-anticipated investigation of radio and the FCC. The legislation might be dropped into the hopper by Monday (May 12).

Texts of new network regulations promulgated by the FCC, with salient excerpts from the Network Monopoly Report pertaining to each, and with statements by the presidents of NBC, CBS and other industry leaders, will be found on page 70 et seq. Comment of the Case-Craven minority will be found on pages 86-89.

President Roosevelt's illness during almost the entire week prevented a conference with Mr. Ethridge, who on April 22 had been

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RCA Studies Ways to Dispose of Blue

Has Had Several Offers; Could Give Net to Stockholders

THOUGH key network executives have indicated a finish fight against the regulations promulgated with the FCC majority's Network Monopoly Report, there is now no secret of the fact that RCA has long considered ways of disposing of the NBC-Blue Network, which it must virtually abandon under the regulations, and that the company has even given serious thought to getting out of the broadcasting field.

Not less than four approaches have been made to RCA, the parent company of NBC-Red and NBC-Blue, to persuade it to dispose of the Blue in one way or another—the latest occurring within 48 hours after the Network Monopoly Report was released May 3 and coming from a Wall Street banking house which asked for a price.

What to Sell?

The question facing RCA is, Exactly what have we to sell? The only Blue stations which it owns outright are the 50,000-watt WJZ, New York, and the 50,000-watt WENR, Chicago, the latter being a halftime outlet sharing with the independently owned WLS. Otherwise all NBC has is affiliation contracts with the Blue Network stations, and their assignability is definitely clouded by the FCC's assumption of authority to determine whether a station may affiliate with a network and with what network.

More than that, the sale of the Blue as a separate entity might immediately lead to the defection of some of its most important outlets since all but WJZ and WENR would presumably have free choice to quit the Blue and operate independently or align with some other network. In fact, NBC counsel made point of the probability, at the network monopoly hearings in Washington, that some of the Blue's most important independent outlets would immediately shift over to Mutual Broadcasting System, strengthening that network substantially but leaving the field very thin for a strong fourth network.

In other words, they claimed that the Blue, if it survived at all, would become an extremely weak fourth network due to the absence of available outlets in many of the most desirable markets.

Thus it was disclosed at the hearing by NBC counsel that a representative of Col. Robert R. McCormick, publisher of the *Chicago Tribune*, which owns WGN and is one of the principal stockholders in MBS, had approached RCA with a proposition to buy either WJZ alone or WJZ and the Blue network. The offer made, it was said, was "ridiculously low", though its terms were undisclosed.

NBC counsel concluded therefrom that the plan was to salvage the best Blue affiliates, join them to MBS to bolster up its weak spots and abandon the remainder. Informally it was also suggested that, in the event of *Tribune* acquisition of WJZ, there might be no more need for WOR as the New York key of MBS.

Patterson's Offer

Another offer, it was learned, came from Capt. J. M. Patterson, publisher of the *New York Daily News*, who is a cousin of Col. McCormick though usually on opposite sides of the political fence. Ownership of both the *Chicago Tribune* and *New York Daily News*, however, resides in the same family, although Col. McCormick does not interfere in any way with the management of the New York newspaper nor Capt. Patterson with the Chicago newspaper.

The Patterson offer, it was said, also contemplated purchase of WJZ and the Blue. Capt. Patterson

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The Monopoly Report: Five Men Against the Public... *An Editorial*

NEXT AUGUST, if the FCC majority's calendar of conquest holds, Radio by the American Plan, as we know it today, will go into the discard. What is today the best and the freest radio system in the world will begin rotting away—the prelude to a government-operated system for which the public then will clamor.

Many broadcasters may not realize the full impact of the FCC's monopoly order smuggled out of the Commission during the stillness of that May 3 Saturday forenoon. It is certain that the public, buttered up with headlines about more networks and free competition, has no appreciation of what the FCC edict means.

The majority report is as brilliant as it is clever. It is tribute to the genius of FCC Chairman James Lawrence Fly as a lawyer and an editor, and to the top members of the FCC Law Department who carried out the instructions of the FCC's majority. But in our judgment it does something far worse than a disservice to 130,000,000 Americans who make up the radio audience.

The five men who voted for the destruction of the existing system of broadcasting (for that is its obvious long-range effect) did so on fallacious grounds, however noble their intentions. Despite the artful language and inspired conclusions, there is apparent the blind rage of certain commissioners against the major networks and their directing heads. The majority, in our studied view, has set up rules that cannot work, and will bring about a public reaction that is bound to force another change. And the only avenue left in these times of world stress would be government operation.

The majority evidently had only one thought in mind—divide and rule. Up to the present writing it has been eminently successful. There are those who see immediate advantage to themselves. Big stations envision all of the network business coming their way; little stations that feel they have been pushed around by the chains figure they will cut in on network business for the first time and, of course, many promoters see the opportunity for new chain operations overnight, without the necessity of supplying sustaining programs or of having anything more than a sales organization and a rented studio and long-lines contracts for a tailor-made hookup.

We cannot conceive of the Administration or of Congress permitting the FCC order to stand. We go along with the Craven-Case minority in their view that it will create chaos in which service to the public will suffer. We cannot see how Chairman Fly, himself the sponsor of the Defense Communications Board, a war agency, can lead his Commission pell mell into a remaking of the whole broadcasting structure, all in 90 days, while the nation is on the brink of possible involvement in war and actually on a war-footing.

The fact that the upheaval which would be induced by the new rules probably will not occur Aug. 1, as a result of some sort of intervention from higher places, does not minimize the danger that faces not only radio but all industry in these times. It demonstrates the utter necessity for prompt and forceful action to curb bureaucratic agencies drunk with power.

We are not attempting here to whitewash the major networks. In a highly competitive field they have indulged in practices that are subject to criticism. But the public has not suffered. There hasn't been a murmer of complaint about network programs on the whole. The controversies—more or less normal business gripes—have been within the industry, and therefore (if we interpret the Supreme Court's dictum in the Sanders case rightly) outside the purview of the FCC.

Such matters as NBC's dual network operation and network ownership of stations may warrant scrutiny and action by the Government. But we seriously question the jurisdiction of the FCC to do anything about them without a specific mandate from Congress under the facts as they exist. To use the public interest clause as a catch-call, goes far beyond the Congressional intent.

Chairman Fly's allusion to the majority report as the "Magna Carta for American broadcasting" is simply another dramatic play on words. It is rather silly to talk about more network competition when the problem is simply one of allocation. If there were additional outlets in important cities there would be more networks. Under the existing allocations a dozen networks can't supply any more program service to a city with four stations than do the existing four networks. The programs simply would bear different trademarks, because the aggregate number of hours available for service would be the same.

But there would be a decided change in the *calibre* of programs. Incentive for the production of sustaining programs would die. Many of the advertising agencies now buying networks or spot do so because of listener loyalty created over stations by the network service. All that would be gone. And there's no reason why the Young & Rubicams and J. Walter Thompsons should not set up their own chains, picking the desirable markets and leasing the lines. They already have the studios and the talent. They wouldn't be interested, however, in the sheep-herders in Montana or the nomads of the Great American Desert.

President Roosevelt, in a recent letter to Congressional leaders on the new 3½ billion dollar tax measure, asked for legislation that would not make the rich richer and the poor poorer. That, in our judgment, is precisely what the new monopoly order of the FCC will do. And that may be the intent, in what appears to be a planned drive toward government absorption of radio.

It isn't up to the major networks to try to stem the tide alone now. Maybe they have tried to do too much already. But it is up to every broadcaster, in the interest of his public service, and in his own self-preservation, to take the long-range view and bring the FCC majority—perhaps through its creator, the Congress—to its senses.

Disposal of Blue

(*Continued from page 17*)

has long evinced an interest in getting into radio, being one of the applicants for an FM station whose application has been held up due to the pending newspaper ownership inquiry.

The fourth offer was said to have come from George E. Allen, twice a Roosevelt appointee as commissioner of the District of Columbia and now vice-president of the Home Insurance Co. of New York. Representing unnamed principals, he is said to have learned of the proposed FCC divorcement of the Blue and to have approached NBC officials with a suggestion that his group might buy. Mr. Allen's intentions were understood to be known to FCC Chairman Fly, who was asked for an opinion on the assignability of the affiliation contracts.

The proposed Allen deal is shrouded with considerable mystery, and efforts to secure details have been unavailing. The only thing that could be learned was that Allen's principals, hearing of the severe restrictions to be imposed by the FCC on affiliation contracts, time options etc. in the then forthcoming Network Monopoly Report, cooled on the deal as a too risky investment. Because Allen has always been close to the New Deal, there was a suspicion that the object was to get the Blue and develop it as a sort of "pet" New Deal project and as a possible offset to newspaper opposition to New Deal activities.

How to Dispose of Blue

In New Deal quarters no secret has ever been made of antagonism to Col. McCormick and the *Chicago Tribune* because of their opposition to Roosevelt policies, and New Dealers in conversations have frequently stated they would fight any effort to strengthen his position in radio.

Faced with the possibility of being forced to dispose of the Blue, one of the proposals made to RCA is that the network should be capitalized separately for perhaps $10,000,000 and that its stock be distributed as a dividend to the 250,000 RCA stockholders. It could be moved into separate quarters with its own executives, staff and program organization, and it would be operated as an absolutely independent entity in no way beholden to RCA.

What the stockholders would elect to do with their stock would be their own choice. They could keep it as private citizens or sell it as they pleased. There would be no subsidy, but manifestly new money would have to be brought in as working capital and, in keeping with the FCC's divorcement demands, this capital could not be obtained from RCA.

The merit of this plan was said to be that it would (1) preserve the Blue as a going business and maintain its payroll, probably augmented; (2) obviate the danger of stockholder suits charging dissipation of the assets of RCA; (3) follow the letter and spirit of the FCC demands against dual network operation and the implications of monopoly.

That the Blue could continue in business was regarded as certain since it already enjoys a gross revenue of $10,000,000 a year or more.

It has also been suggested that RCA might do the same with the Red, thus getting out of the broadcasting business altogether and concentrating on its manufacturing and communications activities. It was recalled that General Electric Co., onetime half-owner of NBC, got out of the network broadcasting field just as it got out of the field of public utility operation when it divested itself of all interest in Electric Bond & Share.

Another proposal has been to incorporate the Blue separately and sell it to the Blue affiliates, RCA pocketing the proceeds and leaving to a company formed by the affiliates whether it should be operated for stockholder profits or as a mutual enterprise like MBS.

Summer Time Sales to Break All Records

Warm-Weather Jinx Overcome at Last; Defense Boom Brings Campaigns

RADIO advertising faces a good summer, easily its best summer.

That prediction is a safe one; it's based on business actually signed and in the works.

Furthermore, it applies to the fall and winter months, assuming the world crisis doesn't upset the nation's economy.

A possibly disturbing factor is noted in the FCC's Network Monopoly Report, which may react unfavorably on some radio contracts. What results the goings-on among Washington radio regulators will bring cannot yet be foreseen.

In a survey of agency, advertiser and broadcast industry executives from coast to coast, BROADCASTING's correspondents have submitted reports that point to record-breaking business in the approaching months.

Defense Stimulus

Combing the field for facts about the radio advertising business, they have been unanimous in reporting optimism everywhere.

The usual ifs and buts are centered mainly on problems involved in the national defense—a factor that has provided the main stimulus to general business and a corresponding stimulus to radio advertising.

The general upswing even overshadows a fact that would have rung the bell in an ordinary year.

The fact: Summer no longer is hard for broadcasters to sell!

Nor is Saturday!

In fact, the current summer will find many stations sold out, or almost so.

Any other year this situation would have had the advertising world agog. But the spring of 1941, teeming with talk about war, priorities, taxes and the breakup of network relations, is too full of excitement for such a phenomenon to arouse much attention.

How long the boom will last no sane prognosticator would care to guess. Observant agency executives, quick to note soaring retail sales, are revising advertising schedules to get their clients a piece of this business. As a flexible medium easily adapted to changing trends, radio is naturally benefiting.

Luxury buying is a factor of growing importance. As more money goes into circulation and payrolls increase, observers, for example, note a tendency for buyers to shift from 10 to 15-cent cigarettes.

Priorities Minimized

Talk of priorities is widespread, of course, but so far there has been little impact from Government control over basic commodities, except for cancellation of the Keglined beer can network series.

Should priorities hit radio-advertised products, substitutes would tend to minimize the blow. Further, some sponsors would turn to institutional copy, if Canada's wartime experience is a criterion. And heavy industries don't buy much radio.

But most important of all, the increased sales of packaged goods will likely offset any loss of advertising from priority, tax and other troubles, it is believed.

All types of broadcast rendition are sharing the rise in business. Networks, regional hookups and local stations are booking this business faster than they ever have booked it before at this time of the year. Especially active are transcribed musical spots and jingles.

The brief spot campaigns are running into a schedule problem—a problem arising from the fact that schedules are jammed. One of the natural results is a Saturday morning boom at many stations, and it wasn't long ago that Saturday morning time was hard to give away.

In Canada, broadcast stations are still getting more and more business after 20 months of war. Firms whose consumer products have been affected have turned to institutional copy. There, too, summer bookings indicate a record.

And there, too, the first quarter of 1941 set all-time records. In this country the quarter showed an increase of perhaps 20% for networks, more for spot.

While Canadian comparisons are a help, they are not exactly parallel because the United States approaches war participations at a time when serious shooting is under way.

Autos, for Example

The war factor, difficult to analyze or predict, has varying effects. In the automobile industry, production for the next model year, starting in the autumn, will be curtailed 20%. It may be more before many months have passed. This will affect sales. Since auto time is bought on dealer or zone recommendation, a marked curtailment in production may cut into radio bookings.

On the other hand, curtailed production may bring a boom in the second-hand car market, with radio benefiting since it has proved an effective medium for this business.

That's a sample of the knots a forecaster gets into if he tries too much experting.

Much food for thought can be gained, however, from a scanning of the nation's radio centers. Herewith are the analyses of BROADCASTING's regional representatives:

NEW YORK

By BRUCE ROBERTSON

BUSINESS as usual, and indeed somewhat better than usual, sums up the current status of advertising on the air, according to some 50 executives of advertising agencies, networks, stations and station representative organizations interviewed by the New York office of BROADCASTING during the past couple of weeks.

The first quarter of 1941 was better than the first quarter of 1940 by about 20% for the networks and by somewhat more than that for spot, with a number of station representatives reporting March of this year as their all-time high billings.

A Good Summer

The outlook for summer business is extremely good; more network advertisers are continuing through the summer than ever before and spot radio placements are also well ahead of previous years.

Beyond the summer season, no one was willing to do any predicting. To date the war abroad and the defense program at home have had little effect on radio advertising, but the growing list of materials placed on the defense priorities list, the diversion of public funds into the purchase of defense bonds rather than commercial goods, and the anticipated tax increases are considered certain to alter the present picture to some degree.

Up to now, however, the defense program has served only to put more money into circulation, stimulating purchases and the competition of advertisers to secure their share of those purchases, which has resulted in more advertising on the air.

Some of the station representatives report increased billings for stations in defense markets, industrial cities and cities with Army camps nearby, where there is more money available for the purchase of advertised products. Other representatives, however, say that their efforts to sell certain "payroll" centers to advertisers have met with small success.

Several agencies stated that the defense picture and its effects on retail sales are being closely watched and that spot and network schedules are being revised

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FUN FOR ALL AT ST. LOUIS

Mound City Has Plenty of Places for Dining, Dancing, Touring—and Stations, Too

BUSINESS will be the order of the day at the NAB convention May 12-15, but it will not be all work with no play. Provision has been made for entertainment of the work-weary and sight-seers, according to Merle S. Jones, general manager of KMOX, St. Louis, chairman of the convention committee.

Where to eat will be a question popping up all over convention hall. Even radio men must eat. St. Louis has new Hotel Chase's Starlight Roof, a favorite gathering spot to meet friends. If gourmonds wish to dance, dining and dancing will be the order at Hotel Park Plaza's Crystal Terrace, Hotel Jefferson's Club Continental and Hotel Coronade's Jug. At the Lennox, the Mayfair and Statler hotels it's just plain eatin'.

Atmosphere, Too

Of course, there will be atmosphere seekers. They can visit Ruggeri's and Garavelli's for Italian dishes; at Edmonds and Bevo Mill for piscatorial plates; and there's plenty left in the Greeks yet, especially at Masticha Jim's Grecian Garden; Old Spain is found in The Castilla and the Olde Cheshire is a shelter for those with English taste.

Are you a camera fiend? a sight seer? or even if you just go along because your wife forces you, there's plenty to see in St. Louis. There's baseball, if you're a fan. Provisions have been made for delegates to attend games at Sportsman's Park between the Cardinals and New York Giants May 13-14 and with the Boston Braves May 15. On the riverfront, where steam boats used to 'round the bend is the famous Old Cathedral, the Old Rock House, oldest building in the city, and Eads Bridge, world renowned for its architectural perfection.

Delegates can see the much-discussed Milles fountain located in Aloe Plaza near Union Station, itself a showplace. Public buildings of architectural grace are to be seen in the Municipal Auditorium, the Civil Courts Building, City Hall, Public Library and the Soldier Memorial Bldg.

Away from the heart of the city are the Jefferson Barracks, 100-year-old U. S. Army post now used for selectees.

Flower Lover? Here's Eden. Shaw's Garden, botanical headquarters boast the largest collection of plant life in the western hemisphere. You too, can see the zoo. Over 2,000 animals are housed over the 1,400 acres of Forest Park. Here too, can be found the Opera Open-Air Theatre, the Arena, huge indoor showplace,, and the Art Museum.

And if you're on a busman's holiday, you can brouse around any or all of St. Louis' eight radio stations.

NAB Assembles for a Stormy Convention

Net Report, Music, War Are Main Subjects

A SOMEWHAT DAZED broadcasting industry, staggering under the impact of the FCC's latest pronunciamento aimed at networks and stations alike, meets this week in St. Louis for the 19th annual NAB convention, hoping to find some means of bringing a semblance of order out of the threatened chaos.

The agenda for the convention, worked out weeks in advance, may be all but thrown overboard to accommodate the free-for-all discussions expected to develop as a result of the FCC monopoly order, as well as eleventh hour developments on the copyright front.

The War Problem

Totally aside from these considerations, however, the seriousness of the war situation, with its effect both on program schedules and on equipment availability from microphone to transmitter, is bound to provoke action of extraordinary importance.

The outlook is far from harmonious, with Mutual Broadcasting System taking a position diametrically opposite to that of NBC and CBS on the industry regulatory issues. MBS likes the Network Monopoly Report, despite the dire predictions from other industry quarters. And it wants to deal with ASCAP on a basis contrary to that favored by BMI, NAB President Neville Miller, the major networks, and even a number of its own affiliates.

An "anything can happen" atmosphere seemed to pervade the industry just prior to the opening of the convention May 13. Extraordinary sessions of NBC affiliates, as well as those of CBS and Mutual, were planned, with the NBC session definitely scheduled for 8 Sunday evening. In addition, all of the industry groups functioning under the NAB, such as Independent Radio Network Affiliates, National Independent Broadcasters, regional stations, clear channel group and several "rump" sessions of particular segments of the broadcasting industry, all planned preconvention meetings, to arrive at positions—they propose to take in the discussions expected to occur.

The MBS lunge at President Miller, because of his statements both in regard to the Network Monopoly Report and the ASCAP formula accepted by that board, had the earmarks of precipitating a first-class row. Fred Weber, MBS general manager, launched both vitriolic attacks upon Mr. Miller.

The whisperings of past conventions that the NAB is, in effect, acting in the interests of certain of its members as against those of others (i.e., NBC and CBS as opposed to MBS) apparently are being heard on a grander scale.

Advance registrations and room assignments as of last week-end have totaled over 800, with likelihood the over-all registration would eclipse 1,000. This would be a new record, with the previous high figure at 850 gross, including nonmembers, exhibitors and other satellites of broadcasting.

Monopoly Report?

While the regular convention agenda (published herewith) stands, it was made clear that any spontaneous discussions from the floor on these latest developments would be given right of way, except for definitely scheduled speeches of outstanding personages attending.

As BROADCASTING went to press, there still was no clear-cut industry opinion on how the Network Monopoly Report might affect individual stations. Save for the position taken by Mutual in support of the explosive report as one that would open up "new and healthy competition among the radio chains and give individual stations more independence", no other quotable support yet has been heard. By the time of the opening gavel, however, it is expected that sentiment will have crystallized to the point where definite positions will be taken by particular industry groups.

With so many crises on so many fronts, broadcasters were a bit bewildered as to what direction the convention might take. Newspaper stations expected to consolidate their own position with respect to the FCC newspaper divorcement inquiry, as yet unscheduled, at a meeting called by Chairman Harold V. Hough to be held Friday after the convention itself closes.

Mark Ethridge, former NAB president, who was delegated by President Roosevelt to make an all-inclusive survey of the radio regulatory problem, also was to make an over-all report. It was expected he again would prove the rallying point in the hope of leading the industry out of the wilderness. Mr. Ethridge is scheduled to address the convention at its Wednesday session. Prior to that, however, it is expected he will have an opportunity to advise on the outcome of his eleventh hour appeal to the Administration to prevent an industry upheaval by legislative means [see page 17].

Prior to the May 3 release of the FCC's monopoly report, indications had been that IRNA would become inactive. But the Commission's action immediately resulted in a revival of that organization as the strongest entity in the industry. At a breakfast meeting scheduled for Tuesday, May 13, the IRNA board of directors plans to adopt a plan of operation, with likelihood that at the general IRNA meeting the same afternoon, steps would be taken for a united approach on the whole network-affiliate issue.

Notable Speakers

A blue-ribbon slate of guest speakers has been arranged for the convention, headed by Vice-President Henry A. Wallace, who will address the luncheon session Tuesday, May 13 and, among other things, probably bring greetings from President Roosevelt.

At the first business session Tuesday morning, the subject will be the relation of radio to the national defense. Participants in this

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Public Service of the Industry Is Outlined in Miller's Report

No Place for Internal Warfare, He Declares; Reviews Achievements of BMI for the Year

CITING radio's response to its opportunity of increasing public service in the light of worldwide events since the San Francisco convention last August, NAB President Neville Miller in his annual report declared that the broadcasting industry could look back on the last nine months "with a real sense of satisfaction and pride".

He emphasized the successful operation of Broadcast Music Inc., paying tribute to BMI executives and the industry's realization "that they could no longer afford the luxury of internal warfare" as the key to the organization's success.

Defense Activity

Full cooperation of broadcasters in the national defense effort also drew praise from President Miller. He declared that the NAB program code is winning continual public approval and that its success "proves the wisdom shown by the industry in adopting the code".

Highlights of the last year's code enforcement covered the placing of commercial sections in effect, an exhaustive survey of children's programs prepared by Mrs. Dorothy Lewis, and continuous intelligent work by the Code Committee, headed by Edgar L. Bill, of WMBD, Peoria, Ill.

Mr. Miller announced that NAB membership has reached a new high, with 526 active and 21 associate members. The associate membership plan, developed to allow broadcasters to pool their energies and resources with those engaged in other branches of the radio industry, was put into effect last winter, he explained.

SUMMARIES of yearly reports of NAB officers to the Convention will be found on page 98.

"The greater portion of your President's time this year has been devoted to activities connected with the music copyright controversy", Mr. Miller stated. "I believe we can confidently state that finally we have solved a problem which has vexed broadcasters for the last two decades. To Sydney M. Kaye, Merritt E. Tompkins and Carl Haverlin, and to the entire BMI staff and board of directors, we owe a debt of gratitude for the simply marvelous job which has been done.

BMI Achievements

"Not only have they performed miracles, but have secured the cooperation of the broadcasters and, of many other industries, to the end that what many thought was impossible is now an accomplished fact. Radio has created a competitive market of music, has opened the door of opportunity to the young author and composer and has, despite many handicaps, continued to give the American public musical programs of high quality.

"Apart from the work of the BMI staff, the greatest single factor in accomplishing this result has been the realization by broadcasters that they could no longer afford the luxury of internal warfare. The skeptical, who have often repeated that broadcasters would never approach a problem as a united industry, and those who in the past have been successful by the pursuit of a policy of divide and rule, have been sorely disappointed.

"It would serve no purpose here to review the events of the last six months which are fresh in the minds of all of you, but may I repeat once more what I have so often stated—that the determined manner in which the industry has fought through this fight will give courage and determination to the industry in the future, and for many years to come you will be gathering additional fruits of your well-earned victory.

"I believe there are those in radio who have the experience and the ability and the patriotism to guide this industry and that radio as a privately operated competitive business will render a greater service than under Government control. We in radio face the future with confidence and know that come what may, radio will perform its task with credit to itself, to the Government, and to the American public".

NO. 1 handicap golfer of the radio industry will win this handsome trophy, like the others awarded annually since 1932 by **BROADCASTING**, at the tournament on May 12 at St. Louis' Sunset Hills Country Club as the opening feature of the NAB convention. The trophy will be presented to the low net scorer in the blind bogey tournament at the annual banquet May 15. Past winners of the **BROADCASTING** trophy include Sherwood Brunton, KJBS, San Francisco, 1940; V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939 (no tournament in 1938); E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; Ross Wallace, WHO, Des Moines, 1936; Carl Haymond, KMO, Tacoma, 1935; Lewis Allen Weiss, Don Lee, 1934; Jerry King, Standard Radio, 1933; Dr. Leon Levy, WCAU, Philadelphia, 1932.

Ratner Resigns at CBS To Join Lord & Thomas

VICTOR M. RATNER, CBS Director of Sales Promotion, on May 10 resigned to join Lord & Thomas, New York, in an executive capacity. He plans to take a two-month vacation prior to joining that agency. No successor at CBS has been named, but Dr. Frank Stanton, Director of Research, will temporarily take over general direction of the networks' promotion as well as research activities.

Mr. Ratner, a graduate of U of Michigan, was a copywriter and later vice-president of J. L. Arnold Adv. Agency, New York, before joining the CBS sales promotion department in 1930. He became director of the department in 1936 and since that time has actively supervised the promotion staff in addition to doing much creative copywriting.

S. A. Admirals on NBC

TEN ADMIRALS and other high ranking officers from South American republics, now visiting the United States as guests of the Navy to inpect defense efforts, will participate May 12 on a special broadcast to South America on NBC's international stations WRCA and WNBI. The program will be heard in both Portuguese and Spanish from a dinner in the Rainbow Room atop the RCA Bldg., New York.

GENERAL PROGRAM, NAB CONVENTION
New Jefferson Hotel, St. Louis, May 12-15

SUNDAY, MAY 11

2:30 p.m.—Public Relations Committee, Room 2.

3:00 p.m.—NAB Bureau of Copyright, Board of Directors, Room 8.

5:00 p.m—Board of Directors, Broadcast Music, Inc., Room 3.

9:00 p.m.—NBC Affiliates Meeting, Niles Trammell, presiding.

MONDAY, MAY 12

7:45 a.m.—NAB Staff Breakfast, Room 3.

9:00 a.m. to 5:00 p.m.—Registration, Mezzanine.

10:00 a.m.—Engineering Committee, Room 8.
Legislative Committee, Room 2.
Research Committee, Room 7.
Sales Managers' Executive Committee, Room 6.

2:30 p.m.—NAB Annual Golf Tournament, Sunset Hill, (The BROADCASTING MAGAZINE Trophy). Entries and Transportation arrangements may be made at the time of Registration.

7:00 p.m.—NAB Board of Directors, Room 3.
Accounting Committee, Room 8.
Code Committee, Room 7.
Labor and Wages and Hours Committees, Room 6.

TUESDAY, MAY 13

7:45 a.m.—NAB Staff Breakfast, Room 3.

8:30 a.m.—(IRNA) Board of Directors Breakfast, Room 2.

10:00 a.m.—Business session, Neville Miller, presiding, Ivory Room.
President's Annual Report.
Appointment of Convention Committees.
Secretary-Treasurer's Annual Report.
Proposed Amendments to By-Laws.
Report of Nominating Committee.
THE RELATION OF RADIO TO THE NATIONAL DEFENSE.
Maj. Gen. Robert C. Richardson Jr., Public Relations Director, U. S. Army.
Comdr. H. R. Thurber, Public Relations Officer, U. S. Navy.
Hon. James Lawrence Fly, Chairman, FCC and Defense Communications Board.
Lowell Mellett, Director, Office of Government Reports.

12:30 p.m.—Luncheon, Gold Room.

1:20 p.m.—Address of Welcome, Hon. William Dee Becker, Mayor of St. Louis.

1:30 p.m.—Address: Hon. Henry A. Wallace, Vice-President of the United States.

2:15 p.m.—Group Meetings
IRNA, Ivory Room.
NIB, Room 9.
Sales Managers' Executive Committee, Sales Managers' General Committee, Station Representative Associate Members, and Agency Representatives, Room 1.
Address, "Joe American", A. E. Johnston, Adv. Director, Kroger Co.
Address, "Selling & Servicing Radio Advertisers", Don Davis, WHB.

4:15 p.m.—Clear Channel Group, Room 9.
Regional Channel Group, Room 8.
Local Channel Group, Ivory Room.

WEDNESDAY, MAY 14

7:30 a.m.—NAB Staff Breakfast, Room 4.

8:30 a.m.—Breakfast Sessions (NAB Staff Directors, presiding)
Coordination of National Defense Broadcasting Public Relations Roundtable, Edward M. Kirby presiding, Room 9.
Department of Broadcast Advertising Roundtable, Frank E. Pellegrin, presiding, Room 1.
Engineering Roundtable, Lynne C. Smeby, presiding, Room 3.
Foreign Language Broadcasting Roundtable, Neville Miller, presiding, Room 8.
Law Roundtable, Russell P. Place, presiding, Room 6.
Labor, Wages and Hours Roundtable, Samuel R. Rosenbaum, presiding, Joseph L. Miller, discussion leader, Room 7.
Research Roundtable, Paul F. Peter, presiding, Room 2.
Insurance Roundtable, Roger Clipp, WFIL, presiding.

10:00 a.m.—Business Session, Neville Miller, presiding, Ivory Room.
"The Music Situation". Reports by Sydney M. Kaye, vice president and general counsel; Merritt Tompkins, vice president and general manager; Carl Haverlin, stations relations director of Broadcast Music Inc..

12:30 p.m.—Luncheon, Gold Room.
"The Radio Broadcasting Industry, Its Problems and Responsibilities", Mark Ethridge, WHAS, NAB director and past president.

1:20 p.m.—Address of Greeting, Hon. Dwight L. Greene, Governor of Illinois.

2:15 p.m.—Business Session, Neville Miller, presiding, Ivory Room.
Insurance Committee Report, Roger Clipp, WFIL.
Daylight Saving, John J. Gillin, WOW, NAB Director, District 11, presiding; Report on Survey, Paul F. Peter, NAB Research director.

8:30 p.m.—Evening Session (public meeting), Gold Room.
THE RADIO SPECTRUM.
Chairman and General Remarks, C. J. Burnside, Westinghouse Electric & Mfg. Co.
Facsimile Broadcasting, John V. L. Hogan, WQXR.
Frequency Modulation Broadcasting, Maj. Edwin H. Armstrong.
Television Broadcasting, A. H. Morton, NBC.
International Shortwave Broadcasting, Edmund Chester, CBS.

THURSDAY, MAY 15

7:30 a.m.—NAB Staff Breakfast, Room 4.

8:30 a.m.—Breakfast Sessions
Coordination of National Defense Broadcasting Public Relations Roundtable, Edward M. Kirby, presiding, Room 9.
Department of Broadcast Advertising Roundtable, Frank E. Pellegrin, presiding, Room 1.
Engineering Roundtable, Lynne C. Smeby, presiding, Room 3.
BMI-Transcription Representatives Roundtable, Merritt Tompkins, presiding, Room 8.
Labor, Wages and Hours Roundtable, Joseph L. Miller, presiding, Room 7.
Law Roundtable, Russell P. Place, presiding, Room 6.
Research Roundtable, Paul F. Peter, presiding, Room 2.

10:00 a.m.—Business Session, Neville Miller, presiding, Ivory Room.
"The Commercial Provisions of the NAB Code", Edgar Bill, WMBD, Chairman NAB Code Committee.
"Broadcast Advertising Record", William Scripps, WWJ, chairman NAB Research Committee.
E. Y. Flanigan, WSPD, Chairman, NAB Sales Managers' Executive Committee, Chairman.
"Broadcast Advertising, an Industry Job", Frank E. Pellegrin, director, NAB Department of Broadcast Advertising.
"Planning Today for Post-War Business", Col. Willard Chevalier, Publisher, *Business Week*.

12:30 p.m.—Luncheon Session, (Open to NAB members and associate members only), General discussion on Monopoly Report, Gold Room.

2:15 p.m.—Business Session, Ivory Room.
Neville Miller, presiding.
"Labor and the Broadcaster" (open discussion).

3:00 p.m.—Election, Directors - at-Large and Network Directors.
Advisory Ballot on Site of 1942 Convention.
Report of Resolutions Committee.
Adjournment.

7:00 p.m.—Refreshment service preliminary to Banquet, Ivory Room.

7:45 p.m.—Nineteenth Annual NAB Banquet, Gold Room.

FRIDAY, MAY 16

10:00 o.m.—Newspaper - Radio Committee, Room 8.

10:00 a.m.—NAB Board of Directors, Room 3.

Territory Disc Ruling

AMERICAN FEDERATION of Musicians has temporarily revised its ruling on delayed transcription programs going to Hawaii, the Philippine Islands and Alaska so that programs may now be sent to stations in those locations for broadcast without any additional fee to the musicians. Ruling will hold until the AFM convention, to be held June 9 in Seattle.

Defense Offices Coordinating Radio

Army, Treasury, Navy Are Organized for Use of Medium

RADIO broadcasting, long accorded a prominent place in paper defense preparations, is now established as a functioning factor in the country's national defense effort. With personnel drawn largely from experienced radio circles, the Government's broadcasting organization stands prepared to supply practical advice, guidance and production ideas to the industry.

The Government's defense radio activities run the gamut from arranging time for speakers representing the Office of Production Management and other defense organizations to writing spot announcements for Army and Navy recruiting and complete productions designed to educate the listening public to the defense effort.

The scope of the program extends from use of radio to push the Treasury Department's campaign for defense savings bonds and stamps to clearing authority for making broadcasts from U. S. Army reservations.

Army Activity

The Radio Branch of the newly organized Bureau of Public Relations of the War Department, headed by Maj. Gen. Robert C. Richardson Jr., is establishing itself as the busiest and farthest-reaching defense broadcast setup in the Government. With Edward M. Kirby, public relations director of NAB, as a dollar-a-year civilian advisor directing the Radio Branch's work, its key personnel has been drawn directly from broadcasting and advertising fields.

The War Department's radio activities center in the Radio Branch of the Bureau of Public Relations, which is broadly divided into two divisions—a writers' section and a special events section. As administrative executive, Robert C. Coleson, formerly in charge of radio and special events at the San Francisco Golden Gate Exposition, is responsible for assigning and scheduling work, as well as the follow-through on detail.

In the writers' division are Jerry Ross, chief script writer, formerly a freelance radio writer, *New York Post* newsman and writer with Blackett-Sample-Hummert; Morris Jacobs, writer, formerly of Benton & Bowles and B-S-H, and in 1936 program director of the Democratic National Committee; Joseph L. Brechner, who has written the scripts for most of the Army recruiting transcriptions now on some 700 stations; William A. Coleman, handling research assignments, former freelancer on Washington stations.

Jack Harris, formerly in charge of news, special events and sports at WSM, Nashville, is in charge of the special events division. Associated with him are Brooks Watson, formerly of WMBD, Peoria, Ill., and Ross Worthington, former producer of *We, The People* and with Pathe News, who is responsible for coordinating pictorial aspects of Army radio special events with the pictorial branch of the Bureau of Public Relations for newsreel and still picture coverage.

FM Wedding March

WEDDING MUSIC was provided recently by W3XO, experimental FM station of Jansky & Bailey in Washington, D. C. To the strains of Lohengrin's "Wedding March" played at the station, Alice Wade Sowders came down the stairs in her home in Washington to walk to the altar where she became the bride of James William Cleveland Jr. Turned off for the duration of the ceremony, the receiver set was switched back on and the couple left the altar to the accompaniment of Mendelssohn's "Wedding March".

Liaison with educational broadcasters is Capt. Harold Kent, formerly in charge of radio for the Chicago public schools. Capt. Gordon Hittenmark, of WRC, Washington, is in charge of radio activities of the Morale Branch of the Army, clearing through the Radio Branch. Also functioning as an advisor on radio matters is Lieut. John S. Hayes, formerly of WOR, New York, head of the radio section of the public relations branch of the Office of the Quartermaster General.

On a general basis, the radio section's field extends to all national or sponsored programs originating at a military reservation. Local sustaining programs may be cleared through the commanding officers of the posts involved. Mr. Kirby has urged stations to make inquiries of the Radio Branch whenever they are in doubt about authorization or commitments, and it is planned to have authorized persons on hand in the Radio Branch throughout the day, from 8:15 a.m. to midnight, to handle telephone inquiries from stations.

Treasury Drive

In the Treasury Department, the Radio Section of the Defense Savings Staff is headed by Vincent F. Callahan, former newspaperman, general manager of WWL, New Orleans, and WBZ-WBZA, Boston-Springfield. As chief of the Radio Section, Mr. Callahan directs the nationwide radio campaign to sell defense savings bonds and stamps, which started May 1.

Assisting Mr. Callahan is Charles J. Gilchrest, for 10 years radio editor of the *Chicago Daily News* and later for two years director of news and special events for WBZ-WBZA. Before joining the Treasury Department organization he was general manager of Radio Feature Service Inc., New York.

Other personnel of the defense savings radio staff includes Frank King, continuity editor and script writer, with the Treasury Department since 1931 in public relations work; Irvin Sulds, director of foreign language programs, former newspaperman who some time ago was employed by the Justice Department to handle foreign language radio production for the alien registration campaign; Marjorie L. Spriggs, director of women's and children's programs, who was formerly continuity writer and publicity director of WORL, Boston, and WBZ-WBZA.

Headed by Bernard C. Schoenfeld, formerly chief script writer of the Radio Section of the Division of Information of the Department of Interior, the Radio Section of the Office for Emergency Management has been functioning since March 1. Besides writing and assisting in the production of live and transcribed programs slanted to the national defense situation, the Radio Section assists in arranging broadcast time for officials of the Office of Production Management and associated defense organizations.

In addition to Mr. Schoenfeld, the staff of nine includes John Finerty, assistant to the chief of the Radio Section, formerly in advertising as well as press relations and radio work; Dorothea Lewis, chief script writer, formerly Washington newspaper correspondent and chief script writer for the National Parks Service; Armand Deutsch, field representative, widely experienced in commercial radio and formerly with Young & Rubicam and program director of Rudy Vallee shows.

Selective Service

Radio activities of National Selective Service Headquarters, which hit a high last fall just before the national selective service registration, promise to rise again when an expected second registration is held in a few weeks. Broadcast operations are supervised directly by Major Ernest M. Culligan, public relations officer of National Selective Service Headquarters, who also has appeared frequently before the microphone to discuss selective service problems and progress.

He is assisted in radio work by Bourke Floyd. Under the cooperative setup between broadcasters and the headquarters organization, the NAB and network liaisons function as an advisory radio committee.

It is expected that the functions and personnel of the radio section of the Office of Public Relations of the Navy Department will be expanded shortly, following the appointment of Frank E. Mason, NBC vice-president in charge of information, as a dollar-a-year special assistant to the Secretary of Navy [BROADCASTING, April 28]. Lieut. Comdr. Norvelle Sharpe will continue as active head of the radio section, recently made a part of the new public relations bureau headed by Rear Admiral Arthur J. Hepburn. Although Comdr. Sharpe at the moment is a one-man radio staff for the Navy Department, it is expected that additional personnel will be appointed under the reorganization to be engineered by Mr. Mason.

WBYN Post to Wilkins

BERNE W. WILKINS has been appointed commercial manager of WBYN, Brooklyn, as of May 5, according to an announcement of Griffith B. Thompson, vice-president and general manager. Mr. Wilkins' background in radio includes executive sales positions with many stations in the Metropolitan New York area, including WNEW and WMCA. He comes to his present position after having served as advertising manager in charge of all radio for the Air Conditioning Training Corp., Youngstown, which position he held after successfully founding and running his own New York advertising agency.

Mr. Wilkins

Seek Draft Deferment

LEAGUE of Wisconsin Broadcasters which met at La Crosse last week with WKBH as host, adopted a resolution which requests a new draft classification for radio station technicians and other men in key positions by which they will have automatic deferment. The resolution has been submitted to the NAB with a request that it be discussed at the St. Louis convention. Attending the meeting were Ed Cunniff, Otto M. Schlabach, Howard Dahl, WKBH, La Crosse; James F. Kyler, WCLO, Janesville; William C. Forrest, WIBU, Poynette; Harold Newcomb, WRJN, Racine; Donald R. Burt, WSAU, Wausau; George Frechette, WFHR, Wisconsin Rapids.

Chicago AFRA Pacts

TWO MORE Chicago-area stations have signed contracts with the American Federation of Radio Artists for a basic wage setup which includes announcers and staff talent. New contracts will be in effect until Nov. 1, 1943. WJJD, Chicago, which formerly had a minimum payment base of $37.50 per week, now will pay $55. WIND, Gary, Ind., with studios in Chicago, went from $35 minimum to $50. In addition, the working week has been cut from six to five days. Both stations are owned by Ralph L. Atlass.

Weed Sues Stenger

JOSEPH J. WEED, president of Weed & Co., New York, station representative, on May 6 filed suit for $3,642 in New York Supreme Court against John Stenger Jr., former operator of WBAX, Wilkes-Barre, Pa., which had its license renewal denied by the FCC April 1. Weed charges his company represented WBAX from June 1938, to March 1941, and that the sum due him is commission on a 15% basis.

"I'D NEVER THINK THEY LISTEN DIFFERENT!"

● If you (or anybody you know) thinks there aren't significant preferences in the listening habits of various kinds, ages and classes of people, you need a copy of the 1941 Iowa Radio Audience Survey. There *are* decided preferences . . . and the Survey will tell you what they are!

(Also it will help you plan a lot of really dependable ideas on ways to *capitalize* these preferences.)

Whether your best prospects are urban, village or farm families—the 1941 Iowa Survey will tell you

1. Which *programs* they "listen to most"
2. Which *stations* they "listen to most"
3. How *much* they listen to each station named as "listened to most"

Won't that help you with your radio plans?

Fourth of an annual series of similar studies, the 1941 Survey is now under way. Eighty trained interviewers are sampling the Iowa audience, under the direction of Dr. H. B. Summers of Kansas State College and Dr. F. L. Whan of the University of Wichita. Within a few weeks the figures will be on the press. If you'll drop us a line *now*, we'll put you down for one of the *first copies*. No obligation, of course. Address:

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . . National Representatives

CONDUCTING the 19th Annual Convention of the NAB in St. Louis May 12-15 will be this executive staff of the trade association. Seated (l to r) Joseph L. Miller, labor relations; Ed Kirby, public relations; President Neville Miller; C. E. Arney Jr., assistant to the president; Paul F. Peter, research. Standing, Arthur Stringer, promotion; Frank E. Pellegrin, Bureau of Radio Advertising; Lynne C. Smeby, engineering; Everett Revercomb, auditor; Russell P. Place, counsel, and J. Robert Myers, research assistant. Breakfast roundtables will be held each morning during the convention by department heads.

Los Angeles Newspapers Again Ban Radio News

LOS ANGELES metropolitan newspapers have again clamped down on radio news. Hedda Hopper's daily Hollywood column was pulled from the May 6 issue of the *Los Angeles Times* because it ran contrary to the Los Angeles metropolitan publishers' ban on radio news, which was tightened in early May to bar all mention of the NBC testimonial dinner to Jack Benny, staged at Biltmore Hotel Bowl, May 9. Miss Hopper had devoted her entire May 6 column to Benny's show business career.

Los Angeles Times tossed out the column and requested her to substitute another. Miss Hopper refused on grounds that she was busy with rehearsals for her thrice-weekly CBS *Hedda Hopper's Hollywood*, sponsored by California Fruit Growers Exchange (Sunkist oranges, lemons). Handled by the Des Moines Register-Tribune syndicate, her column ran as usual outside Los Angeles. *Hollywood Citizen-News* is the only Los Angeles area daily that gave consistent mention to the Jack Benny dinner.

New MBS Comedy

A HALF-HOUR comedy sketch, *The Great Gunns*, story of the antics of a theatrical family, will be heard on MBS, Thursdays, 10:30-11 p.m., replacing *In Chicago Tonight* which went off the air for the summer on May 1. The summer sustainer is produced by William A. Bacher, written by Forrest Barnes, and features Bret Morrison, Barbara Luddy and Phil Lord.

'Liberty' Spots

MACFADDEN PUBLICATIONS, New York, promoting the circulation of *Liberty* Magazine, is starting 35-word announcements three to six times a week on WOR WCAU WHK KOMO WJAX WBAL WTAM WWJ WBEN; and quarter-hour newscasts once weekly on KFI KGY and KPO. Erwin, Wasey & Co., New York, is agency.

Grant of Two Stations to Tacoma, Wash., Carries Out 'Survival of Fittest' Theory

THE FCC's "survival of the fittest" policy, laid down in the Sanders-Dubuque case, was again pointedly demonstrated May 7 when it authorized two new broadcasting stations, one of them a regional, in Tacoma, Wash., where two stations have long been in operation and where some service is rendered by some of the eight stations located in nearby Seattle.

In addition, the previous day the Commission authorized new regional stations in Everett, Wash., and Dallas, Tex., and a new local in Cedartown, Ga.

No Newspaper Grants

None of the station grants involved newspaper interests, although in the case of one of the Tacoma grants the successful applicant is a former newspaper editor and executive with no present connections. This Tacoma grant went to Michael J. Mingo, who was granted an optional 500 or 1,000 watts fulltime on 1430 kc.

The other Tacoma grant went to Tacoma Broadcasters Inc., and covered 250 watts fulltime on 1490 kc. Officers and stockholders are: G. C. Cavanaugh, lumberman, president and 52.5% stockholder; J. T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company executive, 2.5%; James Dempsey, lumberman, 1%; Roy Davison, Standard Paper Co., 1%; C. S. Chapman, lumberman, 1%; B. E. Buckmaster, North Pacific Bank Note Co., 1%.

The Everett, Wash., grant was to Cascade Broadcasting Co. Inc., of which Dr. J. R. Binyon, owner of an optical company, is president and 50% stockholder. L. W. Wallgren, an engineer, holds 49.2% of the stock, and C. A. Hampton, radio dealer, holds a qualifying share. Dr. Binyon also recently made a deal to purchase 25% interest in KWAL, Wallace, Idaho. The station was assigned 500 watts fulltime on 1460 kc.

Chilton's Dallas Regional

The Dallas grant gives the community its fourth station. It went to A. L. Chilton Radio Corp., in which A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, holds 1,960 shares of stock and his wife 36 shares. In addition, James R. Wood holds four shares. The grant covers 1,000 watts daytime on 660 kc.

The new station in Cedartown, Ga. will operate with 250 watts fulltime on 1340 kc., and the construction permit was issued to Northwest Georgia Broadcasting Co. O. C. Lam, of Rome, Ga., theatre and farm owner, is president-treasurer and 82.5% stockholder. R. W. Tounsaville, of Rome, dancing school owner, is vice-president and secretary and 16.7% stockholder. Joe W. Lam holds a qualifying share.

Gillette Razor Dickers On World Series Option

GILLETTE SAFETY RAZOR Co., Boston, which has an option with Judge Kenesaw M. Landis, baseball commissioner, for the broadcast rights on the World Series games this fall, is reported to be signing the contract for the games early this week, although no official statement on the matter was forthcoming from Maxon Inc., New York, the agency.

NBC has been bidding for the broadcasts, but it is probable that MBS will get the contract again, making the third consecutive year that network has carried the Series exclusively.

Soft Drink Firms In Summer Drives

Coca Cola, Pepsi-Cola, Nehi, Clicquot and Par Active

RADIO will be more widely used this summer than ever before by the national soft drink companies, judging from the companies' network and spot summer schedules that are nearing completion. In some of the major markets, radio advertising is underwritten entirely by the company, while in the majority of cities, the appropriation is split on a cooperative basis with the local bottler.

The local bottlers have been encouraged to take advantage of radio and transcriptions have been supplied to them by most of the companies. The following national soft drink companies are active in summer radio:

Coca Cola, Atlanta—On May 25 renews program *Pause That Refreshes on the Air*, on 105 CBS stations *Singing Sam* quarter-hour transcriptions have been placed on 221 stations five times a week in cooperation with local bottlers. D'Arcy Adv. Co., St. Louis, is agency.

Jingle Series

Pepsi-Cola Co., Long Island City—Has started the *Nickel Man*, a five-minute program five times a week on 135 NBC-Blue stations. Transcribed 15-second jingles have been placed daily on about 375 stations in cooperation with local bottlers. Newell-Emmett Co., New York, is the agency.

Nehi Corp., Columbus, Ga.—Has placed cooperatively five-minute Howard & Shelton transcriptions twice weekly on 325 stations. BBDO, New York, is agency.

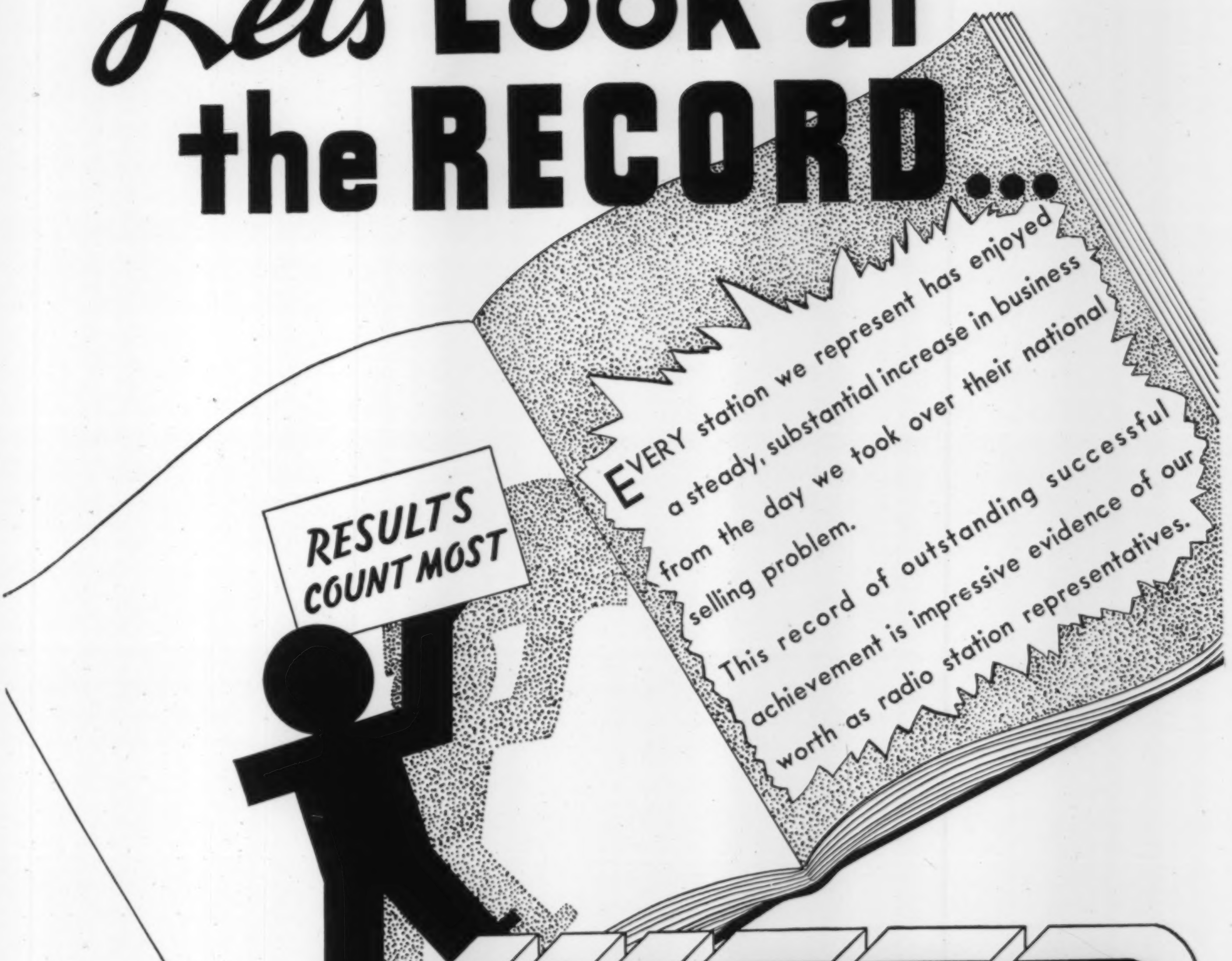
Clicquot Club Co., Millis, Mass.—Starting one-minute transcribed announcements twice daily on WBZ-WBZA WEEI WPRO WJAR WORC WTAG WCSH WGAN WLBZ WCAX WSYB WICC WNLC WRC. More stations may be added, according to the agency, N. W. Ayer & Son, New York.

Par Beverage Corp. (formerly Vanti Pa-Pi-A Corp.), New York—On May 13 starts *Can You Top This* half-hour comedy program on WOR, New York, featuring Harry Hershfield, "Senator" Ford, and Joe Laurie Jr. Company may eventually sponsor program on a split network. It is also sponsoring three announcements weekly on *Make Believe Ballroom* on WNEW, New York. Erwin, Wasey & Co., New York, is agency.

WOR Staff Bonuses

SIX MEMBERS of the sales staff of WOR, New York, received bonuses ranging from $100 to $430 last week for having exceeded their sales quotas. Bonuses were awarded to New York salesmen Robert Garver, George Schmidt, Robert Smith and Otis Williams; and Chicago salesmen Harold Higgins and John Shelton.

Let's Look at the RECORD...



EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.

This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.

WEED

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

AFRA's Disc Code Delayed to May 15

No Reply Yet From IATSE on Sound Effects Employes

AMERICAN Federation of Radio Artists has changed the effective date of its new transcription code from May 1 to May 15 because of delays in distribution of the code which made it impossible for transcription producers to receive copies of the code and return them before the earlier date.

Signed copies are beginning to come into AFRA headquarters, however, and the union expects that all of the major transcription companies will be signed up before May 15.

Union has secured contracts covering the talent employed by WIND, Gary, and WJJD, Chicago, from the management of those stations, after prolonged negotiations which at one point reached an impasse that nearly resulted in a strike of AFRA members. Contracts, running until Nov. 1, 1943, were described as containing all the standard AFRA provisions and raising the minimum wages at both stations to sums in line with those paid at other major Chicago stations.

No Reply From IATSE

AFRA stated that as yet it has received no reply from the International affiliates of Theatrical Stage Employes, AFL stagehands union, to the proposal advanced by AFRA that the question of which union should have jurisdiction over radio's sound effects men be decided by a vote of these men [BROADCASTING, May 5]. AFRA's authority to represent the soundmen as well as actors, singers and announcers had been questioned by the New York local of IATSE on the grounds that soundmen's work on the air is similar to that of stagehands in the theatre and that therefore the sound effects men should belong to IATSE.

Annual AFRA ball, held May 9 at the Waldorf-Astoria, New York, was a complete sellout, according to Betty Garde, entertainment chairman. Eddie Cantor was m.c., with the assistance of Harry von Zell. Half of the receipts went to AFRA's sick benefit fund; the remainder was divided between the American Theatre Wing of British War Relief, Greek War Relief Assn. and the Chinese War Relief Society.

Gen. Foods Symphony

GENERAL FOODS Corp., New York, sponsoring the nightly *Symphony Hall* on WQXR, New York, since September 1940, has renewed the program in the interests of Sanka coffee for 52 weeks through October 1942, following the completion of the current year's contract. Program is heard 8-9 p.m. featuring serious recorded music. Agency is Young & Rubicam, N. Y.

CONGRATULATIONS were in order for A. M. McGregor, chief owner-manager, and Hugh L. Gately, advertising manager and stockholder, of WJBC, Bloomington, Ill., on May 3 and 4 when the station's new studios occupying 6,160 feet of floor space were formally opened. In addition to a main studio which seats 100 and a smaller studio a number of other rooms and offices have been equipped for broadcasting. Twenty-six remote studios are maintained on a fulltime basis. The new studios, located at 209 E. Washington St., are RCA equipped and employ a 30 Series Gates Console monitor. Celebrating are (l to r) Mayor Marsh, of Normal, the sister city; Mr. Gately; Mayor Mark B. Hayes of Bloomington shaking hands with Mr. McGregor; Ralph N. Weil, manager of the Chicago office of International Radio Sales, the station's newly-appointed representative.

'ALL OUT' MERCHANDISING AID

The Case of the Apple Peddlers Teaches a Lesson; How WFIL Cooperates With Sponsors

EDITOR, BROADCASTING:

The "quadruple nought" boys will not agree with me. I don't expect them to. I'm a firm believer in "all out" merchandising support for every advertiser on WFIL.

Mr. Clipp

Before we start let's get our terms straight. By "quadruple nought" I mean the radio stations that get orders by parading four noughts, prefaced by any number from 1 to 5, in front of a sponsor or timebuyer. By "all out merchandising support" I mean giving not only the easy natural support, but going "all out" with every bit of gray matter and every fibre in our organization to help our advertisers produce results.

Already I can hear the "quadruple nought" boys start to scream, "You're giving your profits away!" "You'll break down the industry!" What they really mean is they'll have to start thinking for themselves. They'll have to take their heels off the desk tops, come out from behind those smug "quadruple noughts" and go to work. Getting results for our advertisers is ground on which we can meet the "quadruple noughts" in equal combat and it's natural that they'd like to disarm us as much as possible.

Take Apples, for Instance

This merchandising support idea is as elemental as two apple peddlers. One has large fruit. The other has smaller fruit. One points to the size of his apples, the other fellow rubs his on his coat sleeve to give them more lustre.

Naturally the peddler with the smaller fruit and the coat sleeve has to use more energy. He must put more time and thought into displaying his wares. He must be more aggressive, more constantly alert. He gets his customers from those who are attracted by his brighter fruit, from those who prefer to buy of the peddler who takes an interest in what he has to sell and whether or not his apples please his customers. That is what we have learned at WFIL.

A little over a year ago WFIL went "all out" in merchandising support of its advertisers. Today we have 38% more advertisers than at this time last year. Today old customers are spending in excess of 50% more than at this time last year. And why? More power? No. But three of our competitors obtained more power. New Antenna? No. New frequency? No. Extra merchandising? YES!

The fact is that WFIL's "triple nought" station, prefaced by the number 1 covers within 2% of the land area of the city's best-covering "quadruple nought" station, prefaced by the number 5, but then we have always had that, too. No, the only difference is we've rubbed our apples on our coat sleeves. We've done an "all out" merchandising job that has helped sell products advertised over WFIL. Our advertisers liked this and have come back for more with increased appropriations. That's the whole answer. And WFIL doesn't want any "ceiling" put on its efforts by anyone. You can have the "floor".

Merit Recognized

Of course, the "quadruple nought" boys who shout against this "free" merchandising occasionally recognize merit when it is uncovered by a sleeve-rubbing peddler. It happened in Philly a few months ago. We developed a merchandising avenue that looked pretty good to a "quadruple noughter".

This peddler dazzled the merchandising avenue with the size of his apple and stole a customer. However the "quadruple noughter" woke up to find we had already developed another merchandising avenue that surpassed the first, of which we were ready to let go anyway. (Names, places, dates and statistics on request.)

Unless a radio station is geared to it, unless it is thinking rapidly and doing energetically, it is not able to compete. I don't blame the "quadruple noughters" for being bewildered and embarrassed when "all out" merchandising support is suggested. I don't blame them for wanting a "ceiling" on it—and a low one at that.

A radio station that is giving complete merchandising support is able to give the advertiser better advice. That station is closer to the seller and the purchaser. That station has the "feel" of the market. That station is a better advertising buy. I know because WFIL has stood in the market place. We've shined our apples on our coat sleeves. We've taken customers from the "quadruple nought" boys and satisfied those customers. WFIL is giving "all out" merchandising support to its advertisers and we can prove it pays.

ROGER W. CLIPP,
General Manager,
WFIL, Philadelphia

May 6

THREE NEWSPAPERS GET FM STATIONS

THREE new commercial FM stations—all licensed to newspapers—were given right of way May 6, by the FCC, without prejudice to determination of the newspaper divorcement issue, in line with the recently declared policy that such applications will be granted upon finding that the public interest will be served.

The new grantees are W45D, Detroit, *Detroit News* (WWJ); W45CM, Columbus, owned by principals in the *Ohio State Journal* and the *Columbus Dispatch* (WBNS); and W45BR, Baton Rouge, La., owned by the *Baton Rouge Advocate* and *Baton Rouge State Times* (WJBO).

Issuance of the construction permit to the *News* station was accompanied by authorization to operate a 3,000-watt transmitter for 60 days, without prejudice to the determination of the newspaper issue. The Columbus grant ordered issuance of a construction permit on identical terms. In the authorization to Baton Rouge, no mention was made of power, but a construction permit was ordered issued without prejudice to determination of the newspaper ownership issue.

WNBZ-WMFF Blue Hookup

WNBZ, Saranac Lake, N. Y., on May 1 became an outlet of NBC-Blue, operating in conjunction with WMFF, Plattsburg, N. Y. It was announced that the two stations will be sold at a combination rate and that contracts have already been signed with several accounts regionally on the joined stations. WNBZ is a 100-watt outlet on 1320 kc., and is owned by Carl F. Woese, of Syracuse.

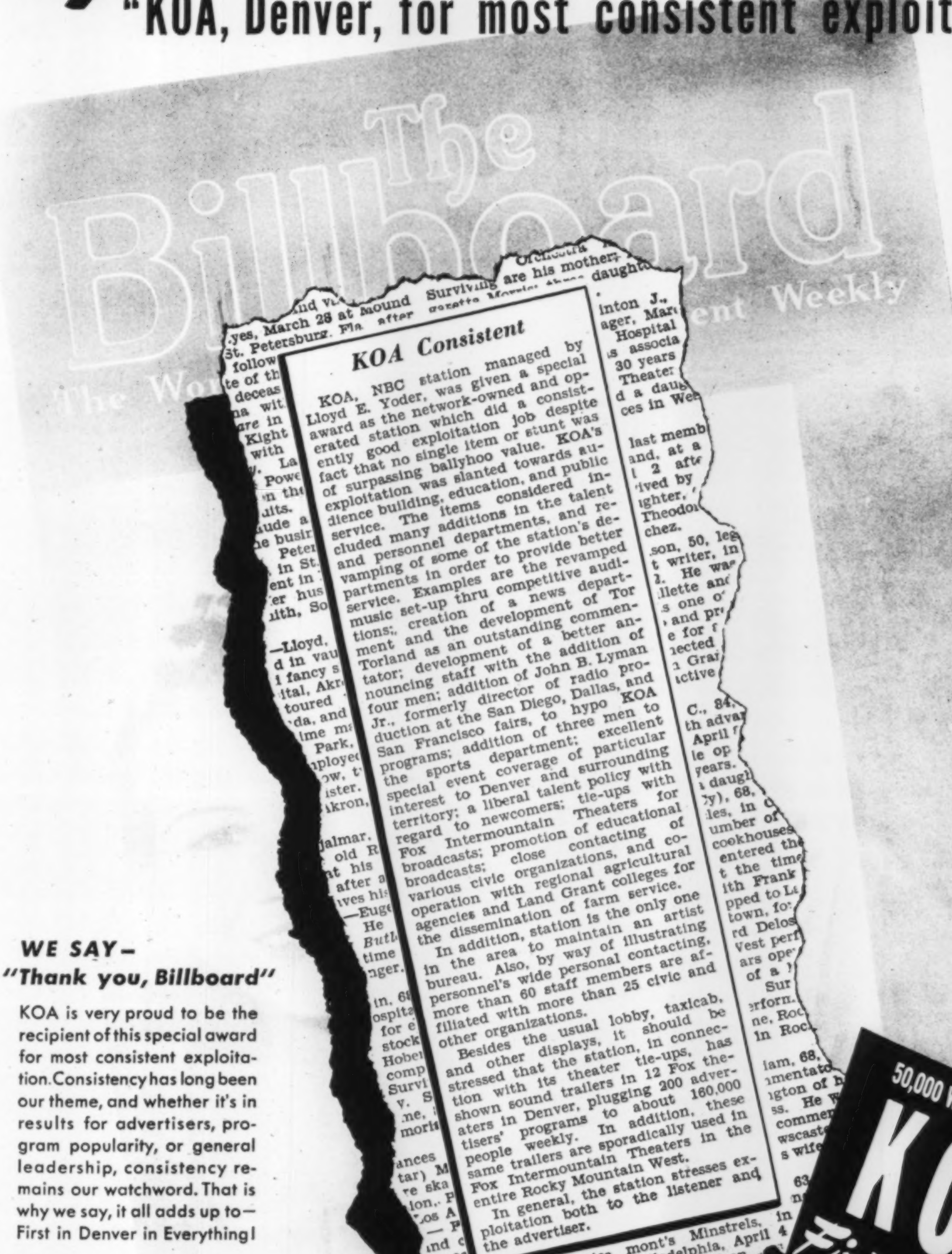
Dunlavey Named

MARY DUNLAVEY has been appointed radio space buyer for the New York office of Erwin, Wasey & Co., replacing John Schultz, who has been called for service by the Government. Miss Dunlavey has been with the agency over 1½ years. Schultz is the eighth man to be called for service from Erwin, Wasey & Co.'s New York office.

XUM

Special Award...

"KOA, Denver, for most consistent exploitation"


The Billboard
The World's Foremost Amusement Weekly

KOA Consistent

KOA, NBC station managed by Lloyd E. Yoder, was given a special award as the network-owned and operated station which did a consistently good exploitation job despite fact that no single item or stunt was of surpassing ballyhoo value. KOA's exploitation was slanted towards audience building, education, and public service. The items considered included many additions in the talent and personnel departments, and revamping of some of the station's departments in order to provide better service. Examples are the revamped music set-up thru competitive auditions;, creation of a news department and the development of Tor Torland as an outstanding commentator; development of a better announcing staff with the addition of four men; addition of John B. Lyman Jr., formerly director of radio production at the San Diego, Dallas, and San Francisco fairs, to hypo KOA programs; addition of three men to the sports department; excellent special event coverage of particular interest to Denver and surrounding territory; a liberal talent policy with regard to newcomers; tie-ups with Fox Intermountain Theaters for broadcasts; promotion of educational broadcasts; close contacting of various civic organizations, and co-operation with regional agricultural agencies and Land Grant colleges for the dissemination of farm service.

In addition, station is the only one in the area to maintain an artist bureau. Also, by way of illustrating personnel's wide personal contacting, more than 60 staff members are affiliated with more than 25 civic and other organizations.

Besides the usual lobby, taxicab, and other displays, it should be stressed that the station, in connection with its theater tie-ups, has shown sound trailers in 12 Fox theaters in Denver, plugging 200 advertisers' programs to about 160,000 people weekly. In addition, these same trailers are sporadically used in Fox Intermountain Theaters in the entire Rocky Mountain West.

In general, the station stresses exploitation both to the listener and the advertiser.

WE SAY—
"Thank you, Billboard"

KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it's in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—First in Denver in Everything!

50,000 WATTS • 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

CAB Finds Rural Audience Uses Radio In Day More Than City, But Less at Night

RURAL listeners use their radios more than city dwellers during the daytime, but the city listening tops that in rural areas after 8 p.m., a survey just published by the Cooperative Analysis of Broadcasting reveals.

Because its regular semi-monthly report covers only metropolitan set owners, although 43% of the country's population is still rural, the CAB during the first week in March interviewed 33,032 rural set-owners in 375 communities, contrasting their answers with those of 41,535 listeners in 22 big cities, interviewed Feb. 19-26, and March 9-15.

The regular CAB day-part method, involving eight daily calls made at two-hour intervals, was used in the study, which was conducted by the regular CAB interviewers.

Favorite Programs

Analysis of program preferences reveals that by and large the programs most popular with city residents also rank high with ruralites. The top five city favorites were, in descending order, Jack Benny, *Chase & Sanborn Program*, *Aldrich Family*, *Lux Radio Theatre* and *Fibber McGee & Molly*. Five top rural programs were *Aldrich Family*, *Lowell Thomas*, Jack Benny, *Chase & Sanborn Program*, *Fibber McGee & Molly*. *Lux Radio Theatre* ranked 10th with the rural audience, *Lowell Thomas* 15th with city people.

If the lists are extended to 20 programs, the rural list contains five programs not so popular in cities: *National Barn Dance* (ranked eighth in the country, 35th in the city), Gene Autry, *Battle of Sexes*, *Pot o' Gold* and *Plantation Party* (rurally ranked 17th, 18th, 19th and 20th, but ranked 36th, 50th, 50th and 74th in the city). Similarly, Kay Kyser, *Big Town*, Fred Allen, Rudy Vallee and *Screen Guild Theatre* are included in the first 20 city favorites but are much farther along in the list in rural areas.

The same rule also holds with daytime shows. Fifteen appear on the list of the 20 favorites for both urban and rural listeners, but there are such startling differences as *Tom Mix & His Ralston Straight Shooters*, which is tied for second place in the rural list and ranked 50th by urbanites, and *Our Gal Sunday*, third most popular city show but placed 33d by rural listeners.

Comparing favorite types of programs among city and rural dwellers, both rank variety shows first; audience participation programs are second in the country and third in the city, with dramas third in the country and second in the city. Both groups rank serial dramas fourth, classical music fifth and popular music sixth. Commentators rank seventh with rualites and familiar music eighth, with those positions reversed for city dwellers.

Daytime programs had average rural ratings of 6.2; big-city ratings of 5.5. Evening programs averaged 10.6 rurally; 12.8 among city people. Rural listening is ahead of city until 8 p.m. weekdays, 9 p.m. Saturdays and 7 p.m. Sundays, except for the Saturday hours of 9 to 11 a.m. and 2 to 6 p.m. and during most of Sunday, when urban listening rises ahead.

WING Only Blue

WING, Dayton, on May 15 shifts from an NBC Basic Red and Blue supplementary outlet to a Basic Blue station. Station, owned by Great Trails Broadcasting Corp., operates on 1410 kc., 5,000 watts day and 1,000 night power.

Chicago's FM Sets

ACCORDING to a survey conducted by Carl J. Meyers, chief engineer of WGN, Chicago, on April 1, 1941, there were approximately 4,000 FM sets in use in that city. These include new and converted sets. Manufacturers and dealers predict, according to Mr. Meyers, that currently FM sets are being sold at the rate of 1000 a month.

Institute for Education by Radio Citations

Made at Columbus, O., May 5

1. Network, National Organization, or Clear-Channel Station.

a. For General Use by Adults. Lecture, talk, speech.

No First Award.

Class 1A. 15 Minutes—*Human Nature in Action*. NBC. Honorable Mention. "Good political and psychological analysis of nationalism illustrated by racial and national differences in Jugoslavia."

Class 1A. 15 Minutes—Mark Twain. *American Pilgrimage*. NBC. Honorable Mention. "Illumination of personal and community life of Mark Twain broadcast from his boyhood home."

b. For General Use by Adults. Demonstration or Participation Program.

No First Award.

Class 1B. 30 Minutes—*Musician & American Youth*. NBC. Honorable Mention. "Music by St. Louis High School students illustrates kinship of religious music of various faiths and promotes racial and religious tolerance."

Class 1B. 60 Minutes—*Labor Arbitration*. Station WMCA. "Unusual ad lib broadcast from studios of mediation of actual employe dispute."

c. For General Use By Adults. Dialogue, Round-Table Conversation, Interview, Debate, Question and Answer.

Class 1C. 30 Minutes—"London After Dark." *European News*. CBS. First Award. "Vivid document of London life during air raid. Fullest use of radio's unique facilities."

Class 1C. 60 Minutes—"Should We Adopt the President's Lend-Lease Plan?" *America's Town Meeting of the Air*, NBC. First Award. "Freedom of speech in action pointing up radically opposed views on most controversial of contemporary American problems."

Class 1C, 30 Minutes—"Where Are Those 50,000 Planes?" *University of Chicago Round Table*. NBC. Honorable Mention. "Good combination of acts and opinions on controversial subject."

d. For General Use by Adults. All Forms of Dramatization.

Class 1D. 30 Minutes—"The Mole on Lincoln's Cheek," by Marc Connelly, *Free Company* Series. CBS. First Award. "Courageous answer to powerful forces which threaten to stamp out academic freedom in the United States."

Class 1D. 30 Minutes—"Royal March." *Tonight's Best Story*. Radio Station WHN. Honorable Mention. "Well written adaptation of short story illustrating the persistence of feelings of nationalism on the part of an Austrian and an Italian ex-soldier. Excellent acting."

Class 1D, 30 Minutes—"Precious Freedom." *Everyman's Theatre*, Procter & Gamble. NBC. Honorable Mention. "Dramatic portrayal of effects on American people, dramatized in terms of one man's experience of loss of civil rights accompanying totalitarian invasion."

e. For General Use by Children. Any Type of Out-of-School Children's Programs.

Class 1E. 30 Minutes—"The Fisherman and His Wife." *Let's Pretend*. CBS. First Award. "Effective adaptation of children's classic produced for boys and girls of today. Good adult listening, too."

Class 1E. 30 Minutes—*March of Games*. CBS. Honorable Mention. "Original use of children's games with strong appeal for listener participation."

f. For Use in School of Primary Children. (Approximately Grades 1-3)

No Awards.

g. For Use in School by Elementary Children. (Approximately Grades 4-6)

No First Award.

Class 1G. 30 Minutes—"Monument to the Might of Water." "New Horizons." *Columbia's School of the Air of the Americas*. CBS. Honorable Mention. "A vivid dramatization of the success of American engineering science in harnessing the might of the Colorado River. Nationally known authority effectively used."

h. For Use in School by Junior or Senior High School Pupils. (Approximately Grades 7-12)

Class 1H, 30 Minutes—"Poor Farmer Songs," Folk Music of America, 1939-1940 *Columbia's School of the Air of the America*, CBS. First Award. "The everyday lives of poor farmers and their struggles for existence on the land movingly interpreted through song and conversation. Special unclassified entry."

Class 1H. 60 Minutes—"One Nation Indivisible." NBC. First Award. "Interpretation of the spirit of America using extensive range of radio technics and facilities to dramatize the human and physical resources of the nation in time of crisis."

2. Local and Regional Stations or Organizations.

a. For General Use by Adults. Lecture, Talk, Speech.

Class 2A. 15 Minutes—"Radio in Defense," *We Defend America*, University of Colorado. Honorable Mention.

b. For General Use by Adults. Demonstration of Participation Programs.

Class 2B. 30 Minutes—"Calypso in America," *Adventures in Music*. Municipal Broadcasting System. Honorable Mention.

Class 2B. 30 Minutes—Northwestern A Cappella Choir. NBC. Honorable Mention.

c. For General Use by Adults. Dialogue, Round-Table Conversation, Interview, Debate, Question and Answer.

Class 2C. 30 Minutes—*Montana Boys Association Round Table*. Station KFBB. Honorable Mention.

Class 2C. 30 Minutes— "This Is Our War." University of Colorado. Honorable Mention.

d. For General Use by Adults. All Forms of Dramatization.

Class 2D. 25 Minutes—"The Stephens Family Plans Thanksgiving." Station WHA. First Award.

Class 2D, 30 Minutes—*Dickens' Christmas Carol*. Station KBPS and Portland Public Schools. Honorable Mention.

e. For General Use by Children. Any Type of Out-of-School Children's Programs.

Class 2E. 15 Minutes—"The Greedy Goat." *Story Book Time*. University of Minnesota. First Award.

Class 2E. 30 Minutes—*Through the Looking Glass*. Municipal Broadcasting System. New York. First Award.

f. For Use in School by Primary Children. (Approximately Grades 1-3).

Class 2F, 15 Minutes—*Wilbur the Sleepy Little Ghost*. Station WHA. First Award.

g. For Use in School by Elementary Children. (Approximately Grades 4-6).

Class 2G, 30 Minutes—"Hansel & Gretel." *Rochester School of the Air*. First Award.

Class 2G. 30 Minutes—"News of the Week." *School of the Air*. Station KOAC. Honorable Mention.

h. For Use in School by Junior or Senior High School Pupils. (Approximately Grades 7-12).

Class 2H. 30 Minutes—*A Band Clinic*. University of Minnesota. First Awar

Class 2H, 30 Minutes—*The Mystic Mood—Good Reading*. Station WHA. Honorable Mention.

Networks Answer Censoring Charge

Say Hitler Will Be Aired If Speeches Are Noteworthy

IN VIEW OF a story in the *New York Daily News* and *Washington Times-Herald* May 6 to the effect that NBC, CBS and MBS had banned Adolph Hitler's speech May 4 and would not carry future broadcast speeches of foreign political leaders, the three networks have issued statements asserting that the decision on broadcasting such addresses lies entirely in whether the speeches are newsworthy.

NBC did feed summaries of the Hitler talk to its networks, but did not feel the speech important enough to interfere with its regular Sunday morning religious broadcasts. MBS also had previous commitments for regular programs and added that it had received no word from its foreign correspondents that the speech warranted special attention or required nationwide broadcast on its stations.

God or Hitler?

CBS issued the following official statement on the situation: "CBS broadcast one of its weekly devotional programs the *Church of the Air*, at the hour when Hitler spoke.

"To have carried Hitler's words in a foreign language would have deprived millions of listeners of the religious inspiration and solace of this non-denominational, non-commercial program.

"As soon as Hitler's long harangue could be translated into English and condensed, CBS broadcast its contents as a legitimate news summary of an international event within 20 minutes of the conclusion of his talk.

"CBS believes that the word of God in English is more important than the words of Hitler in German."

Nesbitt Active

NESBITT FRUIT PRODUCTS, Los Angeles (orange beverage), on May 23 starts sponsoring a transcribed version of *John Nesbitt's Passing Parade*, on 19 Don Lee Pacific Coast stations, Monday, Wednesday, Friday, 5:15-5:30 p.m. Contract is for 13 weeks. Program is to originate from KFRC, San Francisco, for release on KMO KIT KPQ KXRO KVOS KOL KGY KELA KRKO KWLK KWIL KOOS KORE KRNR KALE KFJI KIEM KHSL KVCV. In addition, the firm will sponsor the program thrice-weekly also on KHQ KMED WROL KRMD KLAH. Merchandising will include point sales display, newspapers and theatre trailers which tie-in with the MGM short film, "Passing Parade", narrated and produced by John Nesbitt. Agency is Walter K. Neill Inc., Los Angeles.

MARY MARGARET McBRIDE, CBS "Columnist of the Air", heard five times weekly under sponsorship of the Florida Citrus Commissions, Lakeland, Fla., celebrated her seventh anniversary as a radio commentator May 3.

XUM

★ ★ ★ THE PARADE OF STARS ★ ★ ★

RAY NOBLE
signs with
LANG-WORTH

★ ★ ★

Another famous luminary joins Lang-Worth's All-Star Dance Band Parade which already includes: Gene Krupa, Joe Reichman, Will Bradley and Ray McKinley, Tony Pastor, Woody Herman, John Kirby and Maxine Sullivan, Larry Clinton, Mal Hallett, Ray Herbeck, Russ Morgan, Del Courtney, Johnny Long, Charlie Barnet, Jimmy Lunceford, Tommy Reynolds, Shep Fields, Emery Deutsch and others. Today Lang-Worth is FIRST in popular dance music. It has always been the leader in every other classification.

Get your copy of
"NAA . . . How Modern
Programs are Built",
at LANG-WORTH'S
Convention headquarters.
Room 741
HOTEL JEFFERSON

LANG-WORTH FEATURE PROGRAMS, INC.

Producers of NAB · LANG-WORTH Music Service

420 MADISON AVENUE ★ NEW YORK CITY

Purely PROGRAMS

Army vs. Navy Quiz

NEW QUIZ show, *Play Ask-It-Ball,* in which men of the United States military and naval forces are pitted against each other, had its debut on WGN, Chicago, on May 3. Programs originate at various training camps and training stations. They follow the principle of baseball. A team of five is chosen from the audience. On stage is a large diagram of a baseball field. A contestant is asked a question—it may be a one-base question (easy), two-base (harder) or home run (very difficult). If he answers correctly a "runner" is put on base. A question missed is recorded as an "out". All during the queries contestants earn cash prizes.

* * *

Sports Queries

QUESTIONS pertaining to the sports world are sent in by listeners to *Quiz Bowl,* weekly MBS program which features a board of three permanent sports experts and weekly guest star. For every question used, the sender receives $2.50 with a bonus of $2.50 if the correct answer is not given by the experts and a free subscription to *Sporting News.* Board includes Dick Nesbitt, MBS sportscaster, Dan Tehan, noted athletic official, and Charles O'Connor, sports columnist of the *Cincinnati Times Star.*

* * *

Historical Backgrounds

HAPPENINGS of historical interest which occurred at the time when famous musical compositions came from the pens of renowned composers are woven together in the new *Musical History Book* on KGO, San Francisco. A narrator sets the scene for the composition, pointing out it was written while various historical events were occurring in other parts of the world. He relates the events briefly and then a concert orchestra plays the composition.

* * *

No-War News

"NEWS—NO WAR"—That is the title of an innovation in newscasts presented daily by KFRC, San Francisco.

The station has nearly a dozen newscasts daily, all of which stress the news from the war zones, so the station decided to give the listeners one period a day in which war news was entirely eliminated. The newscast is made up of developments in the nation, state and city.

* * *

Religious Problems of the Day

ROUND TABLE ON RELIGIOUS problems of the day, discussed with laymen, makes up the Sunday *Non-Sectarian Biblical Round Table* inaugurated on WPEN, Philadelphia, under the auspices and supervision of the Salvation Army. Each Sunday, a group of eminent clergymen are to be assembled to discuss with laymen various religious problems arising from current world politics.

* * *

Visits to States

TOUR OF STATES, a visit to a different one each Sunday is the subject of *Transcontinental Tour,* new feature on KTSA, San Antonio. The tour is conducted in such a manner as to stop in principal cities and visit points of interest.

Eavesdropping

TO DEVELOP a truly extemporaneous type of radio discussion about things of current interest, the U of Kentucky is introducing *Conversation Hour,* designed to catch participants "off guard". Each week a different professor, plus a group of students, will be invited to come to the studios about 11:30 a.m., when they will be ushered into a small studio; coffee will be served, and some time during the conversation the mikes will be opened unknown to the participants. In this way it is hoped that the real feelings and attitudes of the performers will be made known to the audience.

* * *

Musical Movie Quiz

A MUSICAL MOVIE quiz makes its debut daily on WDAS, Philadelphia, as the *Hollywood Star Musical Quiz.* The title of a recording played suggests the name of a well-known screen star and the first five listeners sending in the correct name are given passes for a first-run theatre. Each day, passes to a different movie house are awarded, the Warner Brothers theatre circuit in the city cooperating by donating the passes in return for readers on the picture attraction.

* * *

Studio Audience Amateurs

STUDIO AUDIENCE provides amateurs for the *C. S. Hamilton Amateur Hour,* on KGKO, Dallas. Following the amateur entertainers who are chosen by audition, an impromptu skit is presented with the cast selected at random from the audience by the mc. As reward for appearing in the play, each person is given a smoked ham. The top amateur for every six-week period is given an all-expense trip to New York City and an audition before Major Bowes.

* * *

Call to the Colors

ANSWERING many questions that confuse men considering enlistment in the Army, WCOP, Boston, has inaugurated *Call to the Colors,* designed to detail activities of the various branches of the Army and indicate chance for advancement and training. The series is under the direction of Capt. H. E. Linderson, assistant recruiting officer, 4th Recruiting District.

* * *

Analyzer of Writing

A WEEKLY SERIES of Psychographology—the science of psychoanalysis by studying handwriting, has been started on WINS, New York. Herry O. Teltscher, conductor of the half-hour program, analyzes the handwriting of famous personages, of radio listeners, and of guest celebrities on the program.

* * *

Autoless Folk

FOLKS WITHOUT cars will get a break on *Let's Get Out of the House* Saturday mornings on KSTP, St. Paul. In addition to suggesting week-end auto trips, the broadcasts will tell families how to enjoy the weekend by using streetcars, buses, trains and bicycles.

Paper Strip

THE *Press-Democrat,* daily of Santa Rosa, Cal., which owns KSRO, that city, helped acquaint its readers with the new frequencies of not only its own but all other Northern California stations. Each day the paper arrived at subscribers' homes bearing a strip pasted to the front page on which was printed the new wave-lengths of 15 stations. It also called attention to KSRO's forthcoming power increase to 1,000 watts night and day.

* * *

Two Girls on a Bus

STORY OF TWO WORKING GIRLS who daily ride the bus to work, discussing their business and personal affairs, is the subject of a new daily show, on KOB, Albuquerque. The program, sponsored by the Albuquerque Bus Co., is titled *Joan & Patsy Ride the Bus,* has a background of sound effects recorded from actual sounds of a bus in operation.

* * *

Book and People

THOSE WITH LITERARY TASTE will turn to *Books & People* a new series on WTMV, E. St. Louis, Ill. The quarter-hour Saturday morning feature will include book reviews, interviews with prominent local authors and personalities, and discussions of new literature.

* * *

Collegiate

DIRECTED at "jobhunters" among the college crowd is a new series of 5-minute programs on WTAG, Worcester. Entitled "Off the Record," broadcasts dramatize success stories of actual graduates whose case histories are listed on the records of a local business school. Purpose of the shows is to encourage out-of-a-job college graduates.

* * *

Odd Jobs

MONEY MADE from various unusual types of work by boys and girls is the theme of *Odd Jobs,* heard weekly on WSB, Atlanta. Each program two or three youngsters who have some unique vocation or avocation are interviewed.

* * *

Slice of Links

GOLFERS receive air instruction on the *Hook & Slice Club* program, half-hour weekly broadcast on WHN, New York, with Dick Fishell, a three-man quiz on the sport and interviews with leading golfers.

MBS Sales Figures

MBS HAS announced it will henceforth release its gross time sales figures only on an annual basis, instead of monthly as heretofore. NBC and CBS took this step the first of the year, but Mutual continued its monthly income statements through the first quarter of 1941. No explanation was made for the change at MBS, but it is anticipated that all major networks will cooperate with the NAB, which is establishing a new system of comparative business reports based on time rather than dollar units.

LOOKING ON while Jerome Layton, advertising manager of Crawford Clothes, New York, signs the largest time contract for a local company ever placed on WMCA, New York, are Don Shaw, WMCA general manager (left), and Wilbur Stark, WMCA account executive. Contract, started April 28, calls for 48 quarter-hours weekly, including Gregory Abbott's news, Lester Bromberg's sports program and other programs of music and news.

Miles Coast Test

MILES LABS., Elkhart, Ind. (Alka Seltzer), in a 13-week test campaign starting June 2, will sponsor *Lum & Abner,* rural comics, on a group of NBC-Pacific Red stations, Monday, Tuesday, Thursday, Friday, 7:15-7:30 p.m. (PST). If test is successful, the series will be sponsored transcontinentally on the Red, starting in early September. Off the air for more than a year and formerly sponsored on CBS by General Foods Corp. (Postum), Chester Lauck and Norris Goff, portray the Lum and Abner characters. Sybil Chism has been signed as organist for the series, with Lou Crosby announcer. Wade Adv. Agency, Chicago, has the account.

Magazine Test

PROGRESSIVE Magazine, Milwaukee, founded 50 years ago by the senior Robert La Follette and now edited by his two sons, Phil, former governor of Wisconsin, and Bob Jr., U. S. Senator, is testing with 13 quarter-hour programs over 15 stations to expire in a month. Tentative plans are to increase to 50 stations and possibly a network in the next 30 days. Stations being used are: KFEL KQW WIL WWSW KMO KHJ WAAF WMIN WIBC KGIR KPFA KRBM KMA KTRI. Agency is Advertisers' Sales Agency, Milwaukee and Los Angeles.

Blue Summer Series

A SUSTAINING variety program, titled *Talent Ltd.,* has been started on NBC-Blue, Sundays, 3:30-4 p.m. Built around the adventures of operating a talent bureau, the program features Garry Moore as m.c.; Shirley Sadler, contralto; Murray Forbes and Marie Tolen, character actors. Guest vocalists will be heard on the program each week.

BIRNEY IMES, licensee of WCBI, Columbus, Miss., and publisher of the *Columbus Commercial-Dispatch,* has applied to the FCC for a new station in Tupelo, Miss., 250 watts on 1240 kc.

XUM

We, too, operate "SERVICE" STATIONS!

A FORT INDUSTRY STATION

YES, we operate "service" stations. Frequently we roll up our sleeves to perform those important "extras" for our communities and their institutions, for our listeners.

In 1940, WWVA's manager, George W. Smith, was chairman of Wheeling's Red Cross drive. Radio scored a triumph. WSPD topped all trumps for promotion of Toledo's Community Chest last month. WHIZ, Zanesville, even chartered a 'plane to insure adequate coverage of Zanesville High School's basketball games—a public service "first". WLOK did no less for its sports fans.
Atlanta, sizzling with civic pride, always drafts WAGA when there's a service job to be done. And just ask any Fairmont citizen what WMMN did for his hospital.

Fort Industry managers believe in "service"; they know it's the life force of American broadcasting. They think that inspired service, like virtue, is its own reward.

THE FORT INDUSTRY STATIONS

WWVA
WHEELING, W. VA.

WSPD
TOLEDO, O.

WMMN
FAIRMONT, W. VA.

WLOK
LIMA, O.

WHIZ
ZANESVILLE, O.

WAGA
ATLANTA, GA.

MBS Formula With ASCAP Threatens Industry-Wide Fight

Telegrams, Calls and Letters Abound as Parties Present Conflicting Ideas on New Contract

PORTENTS of a new copyright fight of industry-wide proportions developed last week over acceptance by MBS of a new ASCAP formula for return of its music to the air.

A battle of telegrams, conference calls and letters followed the move made May 1 by NAB President Neville Miller in asking MBS stations to withhold ratification of the MBS-ASCAP proposal until the convention in St. Louis, May 12-15.

The upshot was that MBS announced calling of a meeting of its affiliates for Saturday, May 10, at the Chase Hotel in St. Louis, in the hope of completing arrangements for reinstatement of ASCAP music not later than the weekend and before the NAB convention officially opened.

Conflict of Views

The MBS effort to canvass its affiliates by wire, with a decision requested not later than May 6, apparently proved inconclusive because of the cross-fire of communications to affiliates not only from NAB but from two members of MBS' own organization — John Shepard 3d, president of the Yankee Network, and Hulbert Taft Jr., manager of WKRC, Cincinnati.

Fred Weber, MBS general manager, in his telegram to affiliates May 6 calling the St. Louis meeting said, "We know that there are elements in the industry at work to forestall action and they will intensify their efforts in open meeting. Therefore, the network cannot await action at the NAB convention."

Mr. Miller, in his May 1 telegram, advised MBS affiliates that in order to enable NAB members to comprehend the effect of the MBS-ASCAP proposal, a factual analysis is being made. He said this would be transmitted to stations in time to be available for consideration at the convention.

On the heels of this move and after Messrs. Shepard and Taft had implored stations to await the NAB convention before ratifying the contract, Alfred J. McCosker, MBS chairman and president of WOR; W. E. Macfarlane, MBS president and managing director of WGN; Gene Buck, ASCAP president; and John G. Paine, ASCAP general manager, as well as others, leaped into the fray. Each issued statements or telegrams protesting any effort to block ratification for MBS.

On May 6 Mr. Weber also dispatched to all Mutual affiliated stations a detailed analysis which he said answered the objections raised by Mr. Shepard in his letter of May 5, protesting the terms of the decree [see story on this page]. Mr. Weber argued that there were many advantages in the proposal approved by the MBS Board, in that under the blanket license it provided for a 3% royalty instead of a 5% royalty during the first four years, resulting in a saving of 40% and a 3½% royalty during the balance of the license of nearly nine years, or a saving of 33⅓%.

Attempt at Delay

In summary, he said that Mr. Shepard's objections do not in the main question the reasonableness of the license fees to be paid under the blanket license and per-program formula advanced by ASCAP. "Instead his objections deal with matters such as the making of arrangements, the negotiation of single station licenses before the network license is entered into, the alleged violation of the ASCAP consent decree, etc.; objections which in the considered judgment of Mutual's copyright committee should not deter station approval of the plan."

Mr. McCosker, in his message to MBS affiliates, described as an answer to the attempt "on the part of NAB and others to coerce Mutual affiliates and stockholders" to postpone the decision on the ASCAP proposals until the NAB convention and "thus sabotage the proposals", asked that stations ignore the statements of anyone "who, for private reasons which are not compatible with the interests of the Mutual Network or its independent affiliates, are seeking to prevent you from reaching your own independent judgment in the matter."

Mr. McCosker alluded to previous network negotiations with ASCAP and said that the other networks now are concerned because "they will for the first time be compelled to pay their share of ASCAP music costs". He said the communications received from other sources contained "many inaccuracies" and advised affiliates to digest these proposals. whereupon the inaccuracies "will then be immediately evident to you".

Mr. Macfarlane, in his message to affiliates, warned it was possible that if MBS stations do not make their own decision, "the deal may not be as favorable to you in the final analysis". Declaring that the opposition had stated Mutual should not demand acceptance of the proposed contract until the industry has had an opportunity to approve, he said he desired to remind affiliates that "the conspiracy angle in negotiating under the Government's consent decree requires Mutual to make its own deal. It cannot be made in combination with others. Therefore, a delay to convention time seems both impractical and dangerous."

Buck's Threats

Mr. Buck, ASCAP president, on May 2 wired Neville Miller, NAB president, as follows:

"We have a contract with the MBS where the approval of a majority of its affiliates will immediately reinstate the use of ASCAP music on the entire Mutual system. We construe your telegram as an unlawful interference with the realization of the benefits of the contract. We hold you fully responsible for all damages we may suffer thereby and demand that you take immediate action to fully counteract the damaging effect of your unwarranted and illegal interference with the said contract."

Mr. Paine, general manager of ASCAP, also issued a statement reading:

"I have been informed that many persons who are endeavoring to stymie the Mutual-ASCAP deal have stated that the proposals will materially increase ASCAP's receipts from the radio stations. This is so absurd it hardly deserves consideration. If such statements have been made they are on the face of them ridiculous because 3% is less than 5% and 5% is what we used to get and 3% is what we are asking for."

Douglas Moore, secretary of the Committee of Music Educator-Composers, which previously had petitioned the FCC to step into the copyright controversy, May 5 wrote all MBS affiliates that his committee, which he said represented "thousands of leading educators and musicians", is "deeply gratified that MBS and ASCAP have reached an agreement". He said that with Chairman Fly of the FCC, his group would be "regretful if there should arise any impediment to an early conclusion".

BROOKLYN may think the Dodgers have everything, but at least they never had a symphony written about them up until now. Dodger Manager Leo Durocher looks properly pleased here as he hears an explanation of the score of "A Symphony in D for the Dodgers", written by Russell Bennett (right), who conducts the *Russell Bennett's Notebook* program on WOR, New York. Red Barber, WOR sports commentator for the Dodger games, who takes part in the last movement of the symphony, looks on in bewilderment. The symphony has its premiere May 16 on WOR, by the way.

Proposed Copyright Contracts Are Studied by Justice Dept.

Shepard Points Out Objections to ASCAP-MBS Formula, Not Yet Ratified by Affiliates

POSSIBILITY that the Department of Justice again will step into the copyright picture to see that its consent decrees entered with ASCAP and BMI are followed out to the letter, was foreseen last week in Washington after release of the ASCAP formula accepted by MBS but not formally ratified by its affiliated stations.

While no formal word came from the Department, it was learned that a preliminary study of the MBS proposal indicated the per-program single station license proposal, containing a minimum guarantee, fails to comply with the consent decree terms. One of the fundamental objectives of the Government was to eliminate any guarantees anywhere down the line, it was pointed out, as interference with free competition.

Under Observation

While the Department has not yet moved and probably will not unless complaints are received, it is known that the Anti-Trust Division is watching closely all developments on the copyright music front. Victor O. Waters, special assistant to the Attorney General in charge of the copyright prosecutions, has been instructed to continue his observations of the over-all negotiations.

Meanwhile, it was evident that MBS had not procured from a majority of its 175 affiliated stations the ratification it sought by May 6 of the agreement reached with ASCAP and approved by a majority of its board of directors [BROADCASTING, May 5]. A special meeting of MBS affiliates had been called in St. Louis for Saturday, May 10 to consider the ASCAP proposal.

The entire question of copyright, embracing both the ASCAP formula and the projected optional per-program and blanket license proposals of BMI, designed to conform with the decree, is therefore slated for over-all consideration at the NAB convention May 12-15.

Supplementing his telegram of May 1 to MBS members and affiliates, asking them to withhold confirmation of the ASCAP contract until there is a discussion at the NAB convention, John Shepard 3d, president of Yankee and Colonial Networks and a member of the MBS board, sent May 6 to the MBS

(Continued on page 104)

Associated

The transcription library with

"MUSIC FOR ALL"

BEST MEETS THE REQUIREMENTS OF *ANY AND ALL* BROADCASTERS

Proof that "quality pays" is found in the tact that 15 of the 22 FM stations *now actually broadcasting* subscribe to ASSOCIATED RECORDED PROGRAM SERVICE

With *Associated* You Get:

QUALITY

Western Electric Wide-Range High-Fidelity Vertical Cut Transcriptions . . . Vinylite Pressings.

ARTISTS

The largest roster of name artists, recognized as leaders in their various fields of musical expression.

WIDE VARIETY OF MUSIC

A basic library of more than 2,700 selections . . . additional releases twice monthly . . . everything from hillbilly to grand opera.

CONTINUITY

A variety of quarter and half-hour shows, designed to make the most effective use of the musical selections in the library.

ASSOCIATED RECORDED PROGRAM SERVICE

25 WEST 45th STREET • NEW YORK CITY

A Timebuyer Talks to Radio Salesmen

Some Pregnant Tips on What and How to Peddle Time

This article was originally written for 'Spot Data', an information bulletin for salesmen in the NBC National Spot and Local Sales Department. We asked permission of Mr. Hymes and NBC to reprint it. In our opinion it merits wider circulation because it is such a straightforward presentation of a timebuyer's thoughts, feelings and reactions.

By JOHN HYMES
Lord & Thomas
New York

IN THE COURSE of six years as a timebuyer, I've been approached by all types of radio time salesmen. Naturally, I've arrived at some pretty definite conclusions as to how time should be sold. In my opinion there is only one satisfactory method.

The first step in time selling is *know the buyer*. Establish a friendly working relationship with the agency timebuyer. This will create a mutual trust and confidence upon which future business is based.

The second step is to *know the buyer's needs*. The timebuyer depends on the time salesman for most of the current information regarding the salesman's stations. The salesman must supply the buyer with all the pertinent factual information available on his stations. By pertinent information, I do not mean pictures of the manager's secretary, or of the stars of the station's network shows.

Factual Data

Instead, the buyer needs such factual information as accurate coverage data based on stated and accepted measurement methods, market facts, surveys of listener preference, station programming and programs for sale, costs schedules, merchandising facilities, policies, etc. The salesman should base his story on such facts, thus proving the advantages of his station. After carefully weighing these facts with those of the competition, the buyer makes his decision . . . such decisions are always based on facts.

The third step is *anticipate the business*. The salesman should study all of the advertising handled by the agency. His solicitation should be slanted at specific accounts, regardless of the account's present activitiy. This is one of the most effective methods of presenting a selling story. The salesman must anticipate business and make his solicitations at a time when the buyer can listen intently and can concentrate and absorb the sales story.

If the salesman only calls on the buyer when the buyer is actually in the process of placing business, he can not expect a sympathetic ear. If the salesman has performed his job satisfactorily, his stations will have already been sold when the time comes for the buyer to actually place the campaign. When the buyer calls for availabilities, the salesman should promptly submit a selection of the best available spots—then cross his fingers and hope.

Step No. 4 is *maintain the contact*. The seller should call on the buyer regularly, both before and after the business is placed. He should keep the buyer informed as to all recent developments and changes in the station's story. He should make every effort to service those advertisers already on the air.

In this way he maintains the goodwill that is so necessary in his relationship with the agency. Always remember that the agency timebuyer is a trained, experienced man whose specific job is to buy radio time. Don't try to kid him . . . he knows as much about radio as you do. Give him the tools with which to work. Give him all of the information. That is all the salesman can do.

Don'ts for Salesmen

Because successful time selling is based on the salesman's relationship with the advertising agency, he should avoid blunders in his buyer contacts. Here, in my opinion, are a few "don'ts" for salesmen.

1. *Don't be an order-taker*. You can't expect the business unless you sell it. Don't sit back and wait for the buyer to call you unless you are sure that you have sold all of your stations and all of your contacts have been cemented.

2. *Don't be a nuisance*. Use common sense in your agency contacts. Call only when you've got something to say. Don't call to pass the time of day. Don't overstay your welcome. Remember, you can't expect the timebuyer to use your stations on every campaign just because you call him daily.

3. *Don't use high pressure*. The timebuyer usually knows what he wants. If you have properly sold him your stations and he still does not want to use them, there is probably a good reason why. All your insistence, persuasion and pressure will not change his mind.

4. *Don't appeal for sympathy*. The timebuyer cannot be concerned as to whether or not your boss will hit the ceiling if you lose the business. His job is to place his client's advertising in the best available spot at the best price. Your job is to sell your stations. If he doesn't buy them, it's because there's a flaw in the sales story.

If you weren't advised of the campaign or if you weren't allowed to make your "pitch", it's because he was not sufficiently interested in your story. Don't be a cry baby. If the buyer doesn't include your station, don't weep on his shoulder. Instead find out why he didn't buy your station and try to correct the fault.

More Than Contacts

5. *Dont be a social bug*. You can't sell a timebuyer by merely taking him to lunch or dinner or buying him a drink. Strengthening your contacts is good policy, but this in itself will not produce business. Deliver your sales story during business hours and don't expect social contacts to pay out.

6. *Don't be a one-station salesman*. If you have a list of stations to sell, make sure that you have covered and sold all of the stations on that list with the buyer. If he inquires about one station on a campaign, make sure that he is not going into other markets in which you have stations. Ask him what other markets he is placing and if he needs information on any of your other stations.

Radio time is sold in every instance. Don't believe it when people tell you that radio time isn't sold, or that all the salesmen need do is to sit and wait for business to fall over the transom. The job of really selling radio time is not an easy one. It depends entirely on *first*, your ability to establish and maintain a contact at the agency and *second*, your complete knowledge of what you are selling and your ability to sell it.

Air School Exhibit

AT THE INVITATION of the Canadian Broadcasting Corp., demonstrations of the CBS *School of the Air of the Americas* will be staged in Toronto May 17, Montreal May 21 and Winnipeg May 29 under the supervision of Sterling Fisher, CBS director of education. Canada was one of the first nations to accept an invitation to participate in and broadcast the series, *Columbia's School of the Air*, when the network decided to make it an educational project for the entire Western Hemisphere. Two groups were aired over the Canadian network during the 1940-41 series and a third may be added during the 1941-42 season.

Kolynos Shortwave

AMERICAN HOME PRODUCTS, New York, on May 7 started 52-week sponsorship of Jean Sablon, French baritone, on four quarter-hour programs weekly to South America on WRCA and WNBI, NBC's international stations, in the interests of Kolynos toothpaste. Series is heard Mondays and Thursdays, 7:15-7:30 p.m. (EDST) in Spanish and Wednesdays and Saturdays, 8:15-8:30 p.m. (EDST) in Portuguese. Agency is John F. Murray Adv. Agency, New York.

WLS Army Pickups

WLS, Chicago, has begun a series of special broadcasts originating in Army camps quartering Illinois recruits. "We have planned this extensive series of broadcasts from Army camps," announced Glenn Snyder, manager, "to serve two purposes. It will give the new recruits an opportunity to participate on the programs as an ideal form of recreation and entertainment, and it will also give their families, parents, wives or sweethearts first hand news of their activities in the Army."

CONVENTION URGED FOR NEWS EDITORS

CALLING of a second "NAB Convention" in June or July to be attended by program directors, news editors and special events directors is urged in the annual report of Edward M. Kirby, director of public relations for the NAB and civilian advisor on radio to the War Department.

In suggesting the convention Mr. Kirby said the purpose of the meeting would be to allow these "specialists immediately concerned the opportunity to exchange and establish programming and news policies, commercial and sustaining, needed in the emergency we now face."

The NAB public relations head cited the twin meetings of the newspaper fraternity as "ample precedent" for the move. Mr. Kirby said the American Newspaper Publishers Assn. meets once a year at a management convention, while the American Society of Newspaper Editors meets separately—a convention of news specialists employed by management.

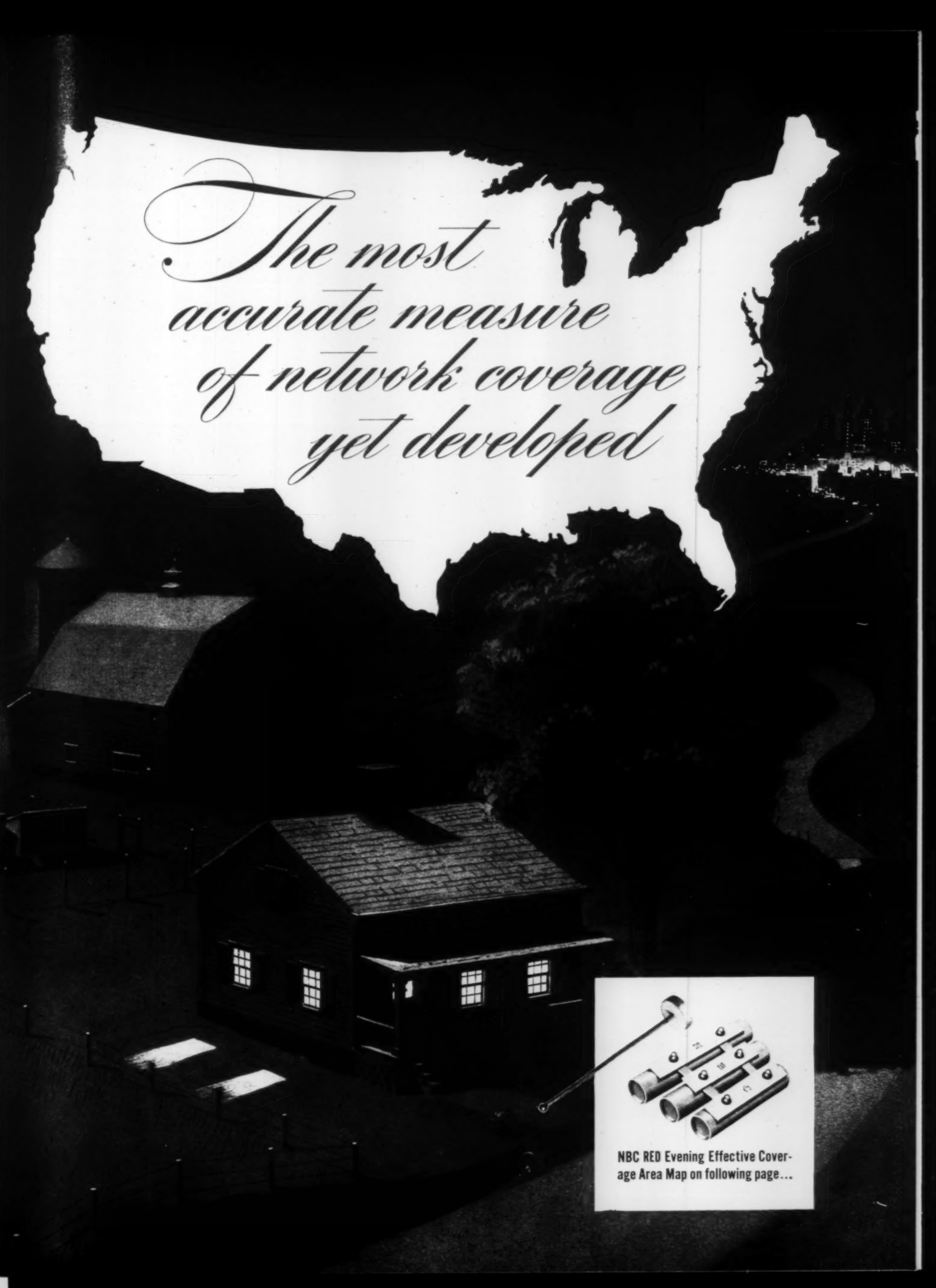
Finance Discs

HOUSEHOLD FINANCE Corp., Chicago, on May 12 started a 13-week test campaign of five-weekly one-minute transcribed announcements on WCFL and WJJD, Chicago. In addition, during the last part of March and first part of April, firm started five-weekly five-minute news programs on CKLW, Detroit; WMAN, Mansfield, O.; WAKR, Akron, and five-weekly quarter-hour variety programs on WMMN, Fairmont, W. Va. Contracts are for 52 weeks. Agency is BBDO, Chicago.

CHAS. B. KNOX GELATIN Co., Johnston, N. Y., has entered into a supplemental stipulation with the Federal Trade Commission to stop certain advertising claims for Knox Gelatin and Sparkling Gelatin, according to an FTC announcement last Friday.

FLIGHT REGALED and ready to go is Johnny Wood, announcer of WPEN, and W3XE, Philco's experimental television station in Philadelphia. Johnny joined the Marine Naval Reserve two months ago and will report to the naval air station May 13 for further flight training.

XUM


The most accurate measure of network coverage yet developed
N
B
C

NBC RED Evening Effective Coverage Area Map on following page...

Two shades of RED...

NBC RED NETWORK
EVENING EFFECTIVE COVERAGE AREAS

(Where the percentage of listeners to the network is at least three quarters as high as in the cities where C. A. B. and Hooper ratings are made)

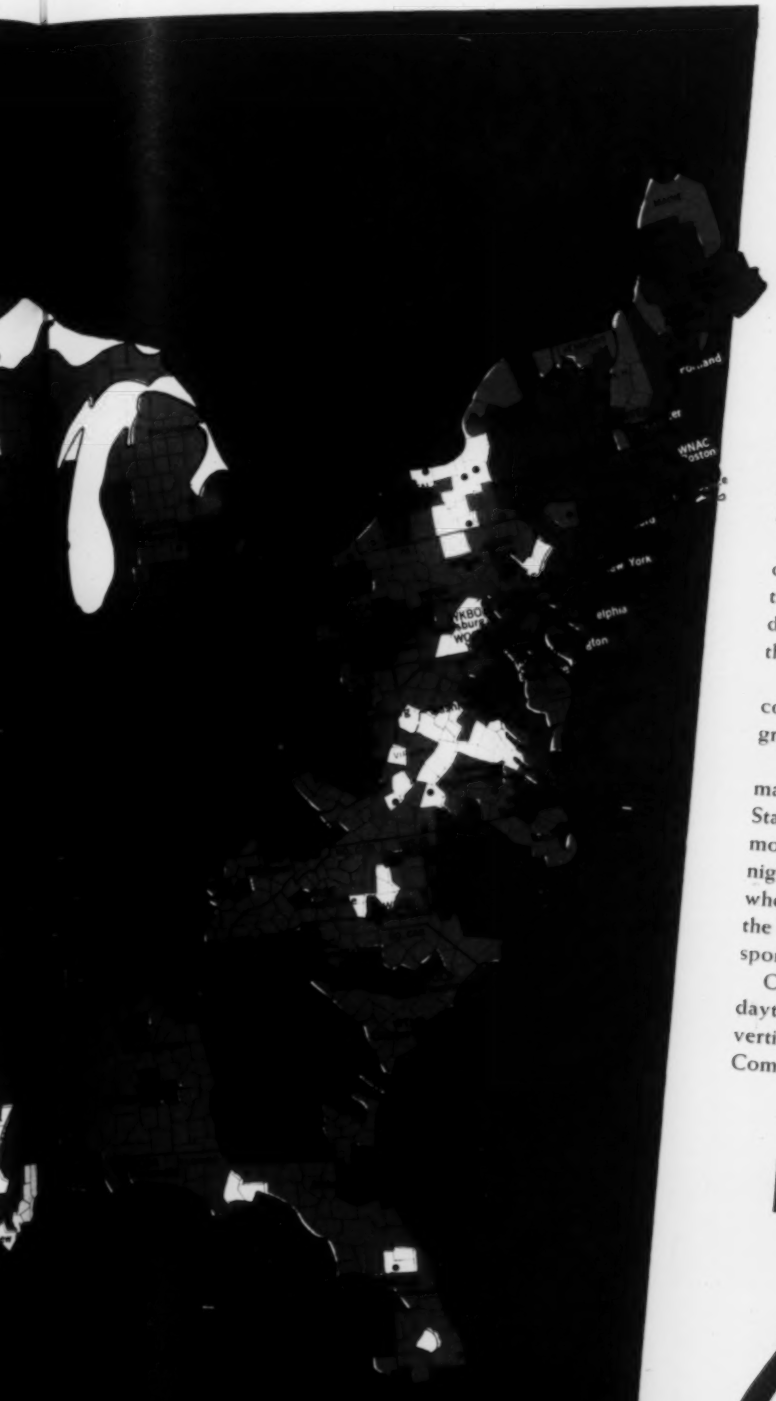
[illegible]

● RED NETWORK STATION CITY • OTHER CITIES OF 25,000 or more population

Source: NBC All-County Survey of Station Listening Habits, February, 1940
Radio Family Figures based on 1941 Estimates

COMPLETE RED NETWORK OF 118 STATIONS

. one standard of COVERAGE



HERE IS A MAP that does away with "primary" and "secondary" areas of past coverage maps. It recognizes *only one standard of coverage!* When this is provided by a single Red Network Station the "station area" is shown in dark red. When a combination of Red Network Stations is required to provide this standard coverage, the "composite area" is shown in a lighter shade of red. Sub-standard areas appear in white.

County by County

The importance of this map is readily recognized when one considers that it shows—county by county—where each Red Network Station is listened to, *not just occasionally, but regularly enough to establish it as one of the three or four preferred stations on the listener's dial.*

Now, for the first time, you can tell—county by county—where you can expect Red Network Stations to deliver your program with an effectiveness directly comparable to the network's effectiveness in the cities where C.A.B. and Hooper ratings are made.

Now, for the first time, you can tell—county by county—where you can best merchandise your program to dealers and distributors.

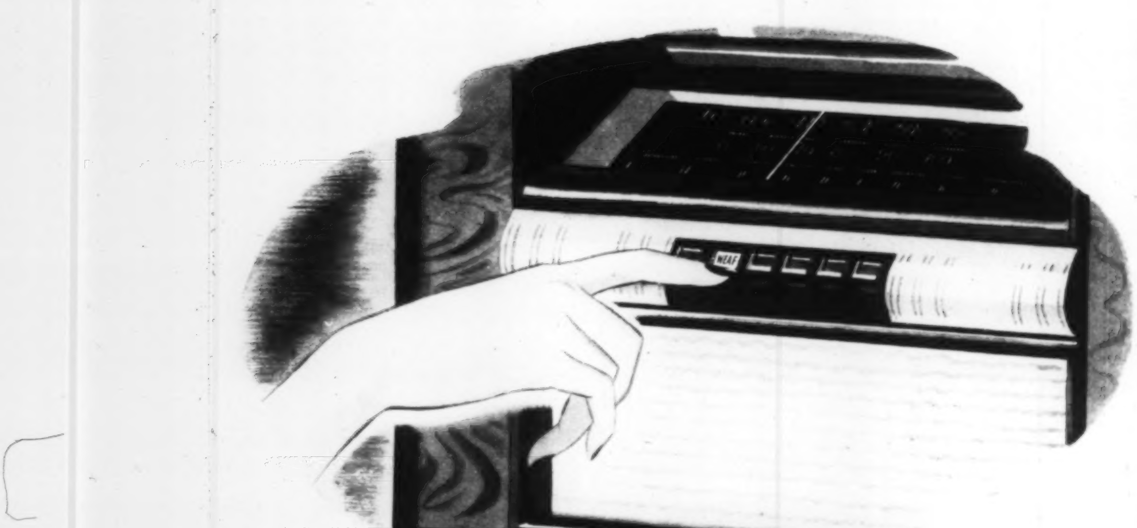
The 1940 NBC All-County Census, on which these maps are based, shows that in the entire United States—the NBC Red Network is listened to *most* by more *families* than any other network both day and night—ample evidence that NBC Red is the network where advertising dollars are sure to find not only the highest standard of coverage, but the most responsive audience as well.

Copies of the new NBC Effective Coverage Area daytime and night-time maps are now available to advertisers and their agencies. National Broadcasting Company, A Radio Corporation of America Service.

NBC *Red* NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

XUM



New York's most Popular

PUSH BUTTON

It's second nature for most radio listeners in the New York area to push the button on their radio dials marked WEAF. They've been doing it for years. And no wonder! WEAF carries 7 of the 10 most popular programs on the air. What's more, WEAF as the New York outlet of the NBC Red Network, carries the fullest schedule of popular features in the entire market—*the programs most people listen to most!*

But there's still another reason for WEAF's ever-increasing popularity in the world's richest and most concentrated market. Since last November, WEAF's signal has been better-than-ever—because it comes to listening millions via the "salt water way." You see, WEAF's 50,000-watt transmitter is located at Port Washington, Long Island. The path from antenna to New York travels almost entirely over Long Island Sound—and there's no better sounding board for radio than salt water. This makes it possible for WEAF to lay down a signal of at least 25 millivolts—day and night—in New York's 5 boroughs—give *all* listeners in the New York area a reception from 2½ *to* 10 *times clearer than ever before!*

We could tell you, too, about listeners in Florida, Texas and Alaska, who praise WEAF's reception in those scattered areas. But let's forget about that. The main thing to remember is—WEAF dominates the world's richest and most concentrated market. So if you want your sales message to enter the greatest number of homes—be sure to send it via WEAF's "salt water way" into the world's richest market. National Broadcasting Company—A Radio Corporation of America Service.

THE SALT WATER WAY TO THE WORLD'S RICHEST MARKET

WEAF

NEW YORK • 50,000 WATTS
660 KC.
KEY STATION OF
THE NBC RED NETWORK

Summer Time Sales to Break Records

Normal Industry Gains, Defense Funds Are Main Factors

(Continued from page 19)

to take advantage of boom town purchasing.

It was also pointed out, however, that orders for materials in one city usually mean orders for tools, specialized equipment and supplies from dozens of other cities, so that the real effect of the defense program has been increased payrolls, and therefore purchasing power, throughout the country, rather than being confined to the defense cities per se.

Luxury Buying

The radio director of one large agency explained it like this: "We are making surveys of the cities getting defense orders, but we are not planning to rush into these cities immediately because we feel that it will be another six months before the increased spending there will be felt by the advertiser.

"In package goods it is our belief that the increase will not be in volume, but in dollar sales. In other words, with income levels going up, the defense areas will be markets for 15-cent rather than 10-cent cigarettes, for 25-cent tubes of toothpaste instead of 10-cent tubes. To a certain extent, the defense program has put these communities into the luxury buying brackets".

Following this line of reasoning, it might have been expected that the defense program would have produced more advertising for electric refrigerators, ranges, washing machines, etc. Such items, however, have not appeared on either network or national spot schedules, although several station representatives reported with some indignation that their stations are carrying quite a volume of advertising for such merchandise, all placed by local dealers and at local rates.

Certainly, on a national scale, there has been no appreciable change in the line-up of radio-advertised merchandise. Foods, beverages, soaps, drugs and cosmetics, cigarettes, candy bars, gasolines and motor oils continue to supply most of radio's revenue just as in the past.

Such products, by and large, are not apt to be affected by priority schedules nor is their volume of sales apt to skyrocket with increased purchasing power.

An analysis of advertising in England during the first year of the war, recently published by a drug trade paper, showed automotive advertising off 80%, household equipment advertising off 60%, etc., but a decline in drug advertising off only 7%. If it is fair to compare the two countries, it might then be assumed that under similar conditions radio would be less affected than other media with a larger percentage of business from the automotive and home appliance fields.

Institutional Drives

Another expectation that failed to materialize was the anticipated volume of institutional advertising on the air. Radio, which began its commercial life almost exclusively as an institutional medium, has so ably proved its power to sell merchandise that there are only a handful of institutional shows on the air today, and most of them are of long standing.

American Can Co., which recently started a series on MBS to promote its Keglined cans, is cancelling at the end of the first 13 weeks because of defense demands for tin, rather than continue to do an institutional job. Several agency executives expressed the belief that as priorities cut further into the national production of consumer goods, other manufacturers will go off the air rather than continue on an institutional basis.

As far as could be discovered, no advertisers are planning increased advertising as a means of curtailing the size of their profits taxes. On the contrary, there may be some curtailments in advertising to enable the payment of those taxes. But on the whole it is confidently expected that the increase in package goods advertising will more than make up for other losses.

Spot radio advertising continues to grow rapidly, following the trend of the past few years. New advertisers, notably several magazine publishers, who are using regular spot campaigns to announce the contents of their publications and so stimulate newsstand sales, and a number of new grocery and drug products which are testing radio in smaller markets, account for some of the increase, while more extensive use of spot by former advertisers supplies the rest.

Announcements are in such demand that the better spots on the better stations are already sold out for months ahead. Participating programs, long used by local advertisers, are rapidly finding favor with national accounts as well.

Chain-Break Problem

Resentment against "hitch-hiking" chain-break announcements on the part of national advertisers, particularly sponsors of high-rating evening programs, has again reached the "something's got to be done about it" stage, but without having any apparent effect on the prevalence of such spots, possibly because of many of the loudest objectors are among the largest users of this type of radio advertising.

One leading station representative said that a careful analysis of station revenue had convinced him that spot announcements account for more than half the average station's income, and that under such conditions there is little likelihood of the broadcasters agreeing to any curtailment of announcements unless the advertisers would guarantee to replace them with an equal dollar volume of commercial programs.

Another trend, just getting under way, is toward Saturday morning time, which has probably been the most neglected period by radio advertisers, although numerous surveys have shown Saturday mornings to have a larger potential audience than any other weekday morning. Many agency men reported that they and their clients were watching closely the progress of current Saturday morning programs, and it is anticipated that before the year is out the amount of Saturday morning advertising on the air will rival that of any other day.

INTERVIEWS among the striking soft coal miners at Cranberry, W. Va., were treated to the delightful personality of a woman program manager, Kathryn Riddick, then of WJLS, Beckley. When the mines in this area shut down Miss Riddick took the station's mobile unit to the strike scenes every day for a week and conducted quarter-hour programs, since most of the station's listeners are miners and their families. Assisting Miss Riddick is Charles Armentrout, assistant manager. Since this picture was made Miss Riddick has joined WKWK, Wheeling.

While daylight saving, with its concurrent mixup of network and local schedules in communities which remain on standard time the year round, has occasioned more talk this year than for some years previously, most of the radio executives interviewed have come to take it as "one of those things" about which not much can be done, unless the Government should decide to put the entire country on a DST basis.

Draft Hits Agencies

Another newer problem, that of replacing men who have been drafted into the Army, has as yet caused no serious trouble for radio stations, according to network officials and station representatives. Several agency executives, however, said that their own organizations are being seriously affected.

As one radio director put it, "Advertising is one of the most specialized of businesses and a good agency executive, especially in radio, is a rare combination of salesman, executive and creative artist. Such men can't be developed overnight and when one is drafted it competely upsets the organization.

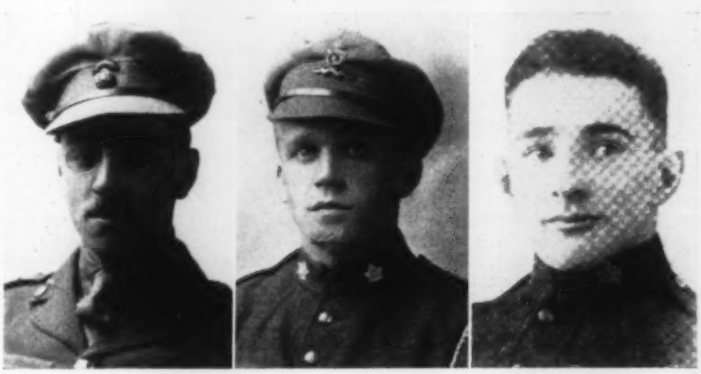
"One of our men was deferred for six months because he was working on a radio program where it would be impossible to replace him any sooner." Others reported that while the draft had not particularly affected them, they were apprehensive as to the future, since a number of executives, while beyond the draft age, are reserve officers and subject to immediate call.

Despite all the unusual problems caused by the war across the seas and its repercussions here and despite all the fears for what the future may bring, most executives interviewed did not bring up such topics until they were suggested.

Rather, when asked about busi-

THEY WERE IN THE ARMY THEN

One of a Series



WITH THE CANADIAN Expeditionary Forces during the first World War went these three native Canadians, two of whom were badly wounded in action and one of whom is again in active service now. All are prominent in radio. Turn to page 57 for their identification.

ness and their radio schedules, they talked about the normal business problems and conditions without reference to the state of the nation and the world. Business for the nonce is good: advertising is up; summer commercial broadcasting will dip less this year than ever before.

Certainly the general increase in income levels has something to do with increasing the traditional summer slump, but more emphasis was placed on the growing realization of the advertiser that most people are at home most of the summer, and that portable and automobile radios, in ever increasing number, accompany vacationers on their travels, making them almost as available for programs and commercial messages as during the winter months.

CHICAGO

By EDWARD CODEL

MIDWEST agencies, advertisers, station executives and representatives are looking forward to the coming season and coming campaigns with confidence.

On the whole, the outlook is encouraging; local, national spot and network business is still on the rise and will continue to be so through the remainder of the year. This statement will still hold true, according to the majority, even if this country actually joins in armed conflict, with the possible exception of a lag at the time of actual entry. This lag, it is believed, could last at most but a few months.

Government priorities should cause no great concern to radio. With but one exception of all those questioned, did priorities seem a problem. For the most part priorities affect the so-called "heavy" industries. These industries have always been the least lucrative of all radio advertisers. Naturally, priorities will be felt in some instances, especially tin, but not enough to change the advertising outlook.

Summer Bright

On the question of summer advertising, there was no disagreement. Revenue for the summer will be high; the highest, it is believed, in the history of summer radio advertising. With more money in circulation, advertisers, with the exception of those with seasonal products, are "sticking to their guns" and even increasing expenditures. In some cases less expensive network shows will be substituted but, more important, the number of markets and the total volume of air time used, will not be diminished.

Other factors tending to hold advertisers who formerly pared expenditures in summer are:

1. A desire to hold choice network or local air time.

2. The more than 2,000,000 portable radios now in use and the equal of greater number of automobile radios.

SAMPLING the delicious cooking of Jane Weston, WOWO-WGL, Fort Wayne, whose *Modern Home Forum* they sell, is the Chicago staff of the NBC Spot Sales Division, which represents the stations nationally. Fiesta came during a lull in activities when the NBC Spot Staff was entertained by WOWO-WGL. Golf, specially arranged air shows and banquets were the order of the day. Smilin' through the festivities are, standing (l to r), Gil Berry, Phil Steitz, NBC; Franklin Tooke, WOWO-WGL Program Director; Jimmy McEdwards, Ray Neihengen, NBC; Frank V. Webb, sales manager, J. B. Conley, WOWO-WGL manager, and Jane Weston. Seated, Maurice (Mo) Boyd, Rudi Neubauer, NBC, and Oliver Morton, in charge of Westinghouse station sales at NBC.

3. The general all-round improvement of summer radio programs.

4. The large number of participation shows using name bands and other outstanding features, which allow advertisers with small appropriations an opportunity to sponsor a portion of a specially-built big-time production.

5. Large advertisers have found that averages of costs and program ratings if based on a 12-month basis are ahead of those based on a 9-month basis when total results are considered. In many instances, agencies said, the loss sustained in product sales by dropping advertising during the summer has been far greater than if advertising had been continued during the summer months even if returns per dollar spent were less than in the other seasons of the year. Ratings on some programs have never climbed back—many times because choice broadcast time was lost—after a summer layoff.

6. In the Midwest, especially, the Rural Electrification Administration has brought power to many areas which are now markets for all products electrically operated.

And along with the death of the "summer myth" is also sounded the knell for special summer rates. The few remaining are negligible.

Taxes Not the Key

A surprising, almost unanimous declaration was expressed by agencies and sponsors regarding anticipated increased excise and excess profits taxes. Six months ago there was much talk regarding increased taxation causing sponsors to exploit new markets, develop additional products, improve packaging and general increase advertising appropriations.

Today there is a somewhat different tune. Not the taxes levied by the Government but money in circulation, in the most part furnished by the Government, is raised as the *cause* for increased expenditures. A composite of the sentiments expressed could be stated: "We intend to promote to the fullest extent during this period of economic plenty. But the reason for this promotion is increased spending caused by higher wages and more employment, not an attempt to spend our profits so that we pay less taxes".

In some instances where demand may exceed the supply in some companies (due to priorities), "insurance" advertising — that which serves only to keep the company and trade name before the public and is institutional in nature—will be used. Not one instance could be found of a sponsor willing to cease advertising if his plant were operating to capacity. Before and during World War I, newspapers, magazines and outdoor advertising profited by this advertising. Radio is now, and will continue in greater measure, to get a large share.

Sponsor's Job

Under capacity production, the sponsor has the many-fold job of maintaining established distributors and/or dealers, keeping the consumer acceptance strong despite the fact that deliveries cannot always be made, and maintaining the morale of the trade. Continued advertising of the "insurance" type will, when normal times return, move goods off the shelves by pure momentum. In addition, this type of advertising informs the public that the advertiser is doing his part to the best of his ability. Thus prestige is gained.

The basic buying market must be maintained and the sponsor knows it. With millions of buyers entering new markets each year reduction of advertising, even for a short time, may undue years of effort and expenditures. Established brand names give consumers the opportunity to recognize products of certain quality and uniform standards. When emergency contracts expire, if advertising is curtailed, sponsors may find themselves on the outside. Besides, national advertising is a sign of confidence in the future. The Midwest survey shows that sponsors are well aware of this fact.

Effect of Draft

The draft, thus far at least, has caused so little disruption to normal efficiency that it is brushed aside with a wave of the hand. Stations, especially, are unusually well prepared for this emergency. One Chicago station, effective the day the draft started, began the training of *three* people for every job in the organization! Each person of eligible-draft age has taught the fundamentals of his position to two others. Jobs were switched for short periods of time. Now preparation is complete. This will be continued for the duration of the draft and as and when the person in charge of certain work is called, there will be two others who know his work and a third will start training. Most stations and agencies have made some preparation along this line. As yet, no key men have been lost to Midwest organizations.

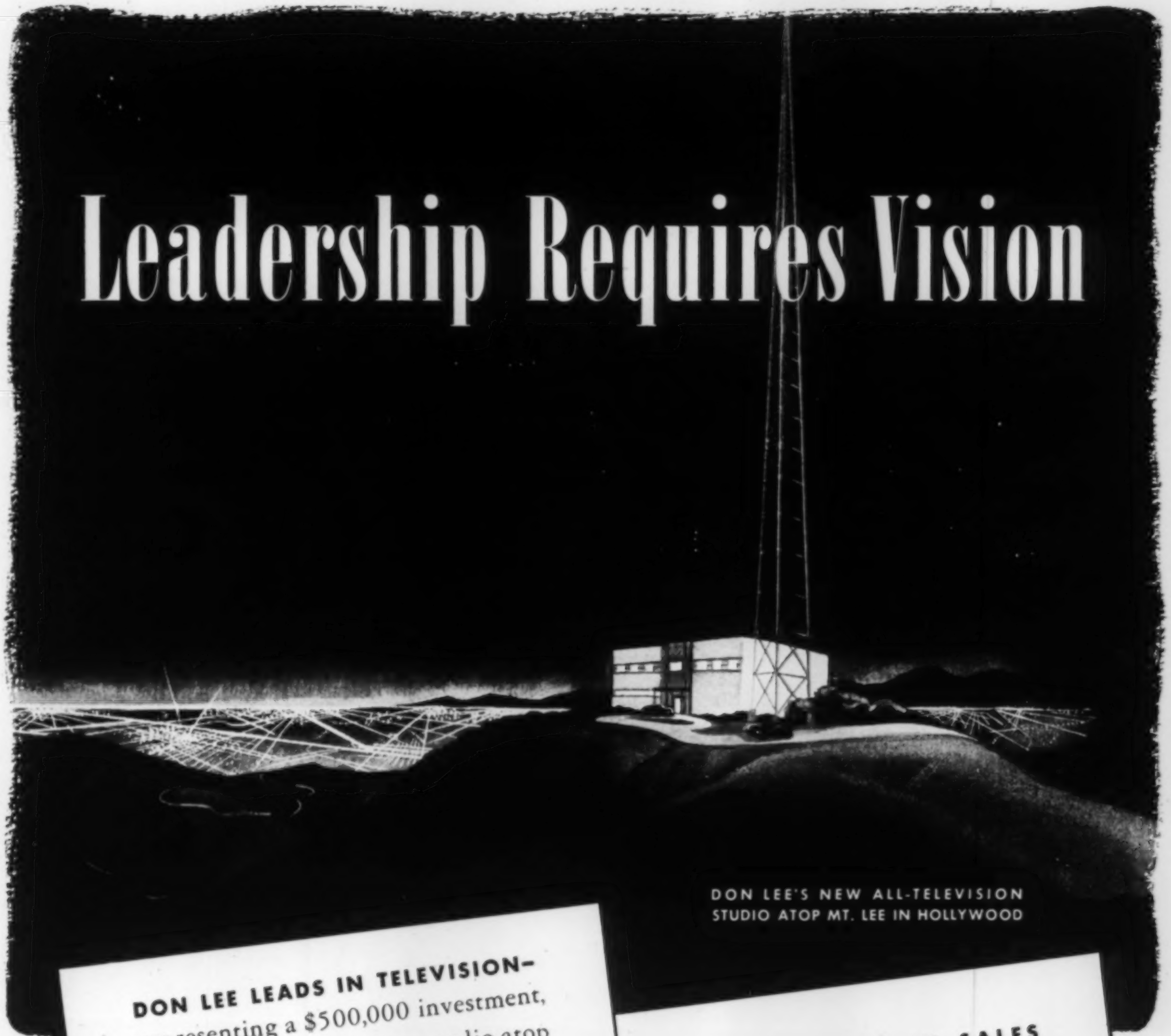
Luxury items, it is generally believed, should profit greatly during the remainder of 1941. The *average* American family has always had enough income for the necessities of life and a few of the luxuries. With increased incomes due to increased wages and the other factors, the luxury items will be among the first to profit. If there is a shortage of new automobiles due to the agreed 20% cut in production by the industry and the deletion of 1943 models, which has been agreed to by the major companies, the used-car market will come to the fore. The trend is apparent when one realizes that although the national income went up but 5% during the last year, dollar sales of automobiles went up 25%. Women can now look forward to additional fineries; families in general to improved homes and the things that make them more comfortable.

Musical Spot Trend

The trend toward transcribed musical spot announcements is growing steadily. Many sponsors are having sales messages incorporated in rhyming jingles. Single voices, duets, trios, musical ensembles and orchestras are being used for this purpose. Some one-minute time is being purchased—and more will be in the future—for 20 or 30 seconds of commercial preceded and followed by a musical selection.

In most cases the musical portion or melody of the jingles remain the same with the selling commercial being varied. It was found that many Midwest agencies are recommending these types of commercials except for very small campaigns where the music or jingles would not be heard often enough so that

Leadership Requires Vision



DON LEE'S NEW ALL-TELEVISION
STUDIO ATOP MT. LEE IN HOLLYWOOD

DON LEE LEADS IN TELEVISION– representing a $500,000 investment, Don Lee's new television studio atop Mount Lee in Hollywood is the only all-television studio in the West.

DON LEE LEADS IN SALES on the Pacific coast with 50% more regional advertising than *all other networks combined.*

DON LEE LEADS IN COVERAGE with 9 out of every 10 Pacific coast radio homes within 25 miles of a Don Lee station *. . . the nation's greatest regional network.*

★ MUTUAL DON LEE
BROADCASTING SYSTEM
5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

the sponsor could be identified by repetition.

The musical situation has settled itself to the complete satisfaction of station and agencies. ASCAP seems not to be missed by any of those interviewed.

Roundup

Here are a few of the more important facts brought forward by individuals or small groups of Midwest executives:

While six months ago there was much talk of "war clauses" in contracts, today this seems to have almost entirely died out. This is taken as a healthy sign by agencies.

Stations report that more than ever, sponsors and agencies are asking advice regarding the best type of programs to reach their particular audiences. Stations believe this will lead to a greater number of local, live talent shows during the summer and fall.

There is general belief that national daylight saving time would be favorable. Today, for example, in driving on almost a straight line of little more than 200 miles in Illinois it is necessary to change the watch *four* times to conform to local time.

MIDWEST ACCOUNTS AND CAMPAIGNS

LISTED here are some of the Midwest accounts, or accounts placed through Midwest agencies, which plan summer and/or fall campaigns. A number have their accounts divided among agencies located in various parts of the country. Following the account name is its home city and the type of campaign planned:

Consolidated Drug Trades, Chicago, live and transcribed local programs.

American Dairy Assn., Chicago, spot announcements.

Armour & Co., Chicago, network.

Luxor Cosmetics, Chicago, network.

Pepsodent Co., Chicago, network.

Armand Co., Des Moines, spot announcements.

Sheaffer Pen Co., Ft. Madison, Ia., spot announcements.

Pinex Co., Fort Wayne, spot progra

Keystone Steel & Wire Co., Peoria, Ill., programs.

Wm. Wrigley Jr. Co., Chicago, network, spot announcements and programs.

Acme White Lead & Color Works, Detroit, network.

John Morrell & Co., Ottumwa, Ia., spot and network programs.

Skelly Oil Co., Kansas City, network.

Hall Bros. Kansas City, network.

Hecker Products Corp., Chicago, spot announcements and programs.

Pure Oil Co., Chicago, network.

Hulman & Co., Terre Haute, Ind., spot announcements.

Murphy Products, Burlington, Wis., s announcements and programs.

Carnation Co., Milwaukee, network and transcribed programs.

Cudahy Packing Co., Chicago, network.

Horlick's Malted Milk Corp., Racine, transcribed programs.

Welch Grape Juice Co., Westfield, N. Y., network, spot announcements and programs.

F. Ad. Richter & Co., Brooklyn, spot announcements.

Beaumont Lab., St. Louis, spot announcements and programs.

Campbell Cereal Co., Minneapolis, spot announcements.

McKesson & Robbins, Bridgeport, spot announcements.

O'Cedar Corp., Chicago, spot announcements.

Procter & Gamble Co., Cincinnati, network, spot announcements and programs.

Pierce's Medicines Inc., Buffalo, spot announcements.

White Labs., Newark, spot announcements.

Gilmore Oil Co., Los Angeles, spot announcements.

Colgate-Palmolive-Peet Co., Jersey City, network and spot announcements.

Dr. W. B. Caldwell Inc., Monticello, Ill., one-minute transcriptions.

Ralston Purina Co., St. Louis, network.

Wheeling Steel Corp., Wheeling, network.

Curtiss Candy Co., Chicago, network, spot announcements and programs.

Grove Labs., St. Louis, network, spot announcements and programs.

Plough Inc., Memphis, spot announcements and programs.

Chattanooga Medicine Co., Chattanooga, programs.

Kellogg Co., Battle Creek, Mich., spot announcements and programs.

Standard Oil Co. of Indiana, Chicago, network.

Brown & Williamson Tobacco Corp., Louisville, spot announcements, programs, and network.

Milwaukee R. R., Chicago, spot announcements.

Holland Furnace Co., Holland, Mich., network.

Phillips Petroleum Co., Bartlesville, Okla., spot programs.

General Mills, Minneapolis, network and spot programs.

Shell Oil Co., midwest, spot programs.

T. M. Sayman Products Co., St. Louis, transcribed programs.

Kroger Grocery & Baking Co., Cincinnati, transcribed programs.

Oelwein Chemical Co., Oelwein, Ia., spot announcements.

Dr. Ellis Sales Co., Pittsburgh, spot announcements and programs.

Quaker Oats Co., Chicago, network.

Lewis, Howe Co., St. Louis, network.

A. E. Staley Mfg. Co., Decatur, Ill., transcribed programs and spot announcements.

Little Crow Milling Co., Warsaw, Ind., spot programs.

Reid, Murdoch & Co., Chicago, spot announcements.

Marrow's Inc., Chicago, network.

Omar Inc., Omaha, spot programs.

Mars Inc., Chicago, network.

Miles Labs., Elkhart, Ind., network.

Williamson Candy Co., Chicago, network.

Campana Sales Co., Batavia, Ill.; network.

Falstaff Brewing Corp., St. Louis, spot announcements and programs.

Pennsylvania Salt Mfg. Co., Philadelphia, transcribed announcements.

F. W. Fitch Co., Des Moines, network.

S. C. Johnson & Son, Racine, network.

Swift & Co., Chicago, spot announcements and network.

Kraft Cheese Co., Chicago, network.

DETROIT

PROSPECTS for radio business out of the Detroit area are both bright and gloomy. Perhaps nowhere else in the country is the entire outlook so conditioned by the agencies growing out of the war and the defense program. If "business as usual" continues to any fair degree, the likelihood is that radio time-buying will continue to gain. In the same breath, each contraction of "business as usual" in favor of augmented armament output appears likely to develop restrictions in the use of all advertising media.

Auto Troubles

The automobile companies account for an overwhelming share of advertising booked out of Detroit, and their situation, likewise, is good and bad. On the one hand, retail sales are booming along at levels which have established records for the particular months involved straight through from last October until April. April's volume was close to the all-time record peak of April, 1929.

But on the other side of this picture is the fact that the Office of Production Management has already arranged a 20% curtailment in output during the 1942 model year, starting early next fall. Although no executive of the industry will put himself on record on the subject, general belief here is that this reduction will be followed, sooner or later, by a further slash.

The effect of improved sales has been readily noted throughout the country in radio circles. As has become a fairly settled policy in the auto industry, radio time is bought (with the exception of the few chain shows) on dealer or zone recommendation, with costs prorated between the retail outlets and the factories in a very few cases, by dealers completely in others.

Accordingly, the factory agencies are unable to say with any accuracy how much increase has been manifested since the turn of the year in radio advertising. But requests for scripts, etc., furnished by the factories are generally reported to have increased. On this basis, and on the basis of reports of individual stations of new business, the agency men believe there has been a noticeable pickup in radio spot purchasing by their respective outlets through the country.

This is expected to continue as long as sales keep in high gear—and sales are expected to hold strong as long as cars are obtainable.

The situation would appear to presage a more active summer than usual, so far as radio sales are concerned. After that, as President C. E. Wilson of General Motors said at a news conference late in April, "nobody knows what will happen, and anything could."

It is a certainty, with the 20% OPM curtailment, that no more than 4,000,000 vehicles will be built in the 1942 model run. This is slightly below the size of the 1940 model span, and on that basis it might be hypothesized that radio advertising, insofar as automotive accounts are concerned, will be slightly below the bookings between October, 1939, and July, 1940.

But if further curtailments come, past experience would indicate that radio will suffer somewhat more than proportionately.

What to Expect

It is expected here that regardless of the size of the curtailment, however, that a fairly active start will be seen on the 1942 model year. Reasonably good production and promotion activity, then, could be expected in the early fall of this year.

The transition from automotive manufacture to armament output in the Detroit area, one of the focal points of the nation in this respect, is not expected to be accomplished without maladjustment. Scattering unemployment during the late fall and early winter months is believed almost impossible to avoid. So it might be expected that a rather lush period of consumer buying and attendant radio promotion this summer may be followed by some slackening in the fall. Accordingly, retail promotion over radio, an increasing tendency in Detroit in the past few years, may momentarily halt after the summer months, but could be expected to improve later.

Incidentally, there appear few signs of a summer slackening in Detroit, due to the intense pace of manufacturing and high employment totals. Stations report good business and good anticipations.

Naturally, this entire picture can be summarily thrown out of focus by labor trouble, always a factor in appraising Detroit conditions. The Ford strike in early April, throwing 100,000 men out of work in the area for a fortnight, was just bringing a slump in Detroit trade and local advertising retrenchment had already begun.

Labor negotiations for General Motors Corp. are proceeding, and if they should eventuate in a strike, a situation like grew out of the Ford tieup might develop, not only in Detroit but in many other Michigan and midwest cities where the far-flung plants of GM are located, it was indicated last week.

LOS ANGELES

By DAVID GLICKMAN

CHECK-UP with Pacific Coast agency timebuyers, sponsors, broadcasters and station representatives reveals that war jitters, prevalent throughout other sections of the country, have had no ill effect on Western radio business.

To the contrary, the West Coast is reaping a harvest from new money being expended through defense activities. Present sponsors are expanding operation and many new ones are coming in with extensive campaigns for summer and early fall, using either spot radio, regional network time, or both. There will be no let down, is the general opinion.

A New High

Although January and February started out at a slow pace for most Pacific Coast radio, business picked up at an accelerated tempo with the first quarter of 1941 reaching a new high, substantiating in part the forecast contained in the January 1 BROADCASTING summary. Many stations on the West Coast declared this past quarter has set a new mark in sales with volume prospects looking even brighter.

Increases are reported by stations as from 7½ to 35% for the first quarter over that of 1940. From commitments on hand, and campaigns in the making, there is every indication of a healthy summer, local business continuing to climb to a new peak. That general note of optimism is tempered, of course, with an if and but, and many an executive has his fingers crossed.

Many stations in the West report themselves practically sold out

XUM

Thank You... 130,000,000 times

Every man, woman and child in this country is grateful to you, America's Broadcasters, for the tremendous job you are doing in helping to mobilize the nation's industrial and military might.

You have had to cancel programs, disrupt schedules, extend facilities, work day and night. But it's your Number One job and you accepted it wholeheartedly.

The Western Electric Company has its Number One job too—producing vast quantities of communication equipment for the armed forces and mounting industrial needs. To concentrate wholly on these demands and on your needs, we have foregone our usual practice of exhibiting equipment at the N. A. B. Convention. However, your old friends from Western and Graybar will be on hand with full information on all latest developments. Drop in. Suite 648-650-652.

Western Electric Company
Kearny, N. J.

for the next several months, with sales executives of others informing BROADCASTING that available choice time is gone. Still other station executives state that signed summer and early fall business will put them on a par with activity of this past winter, indicating a top season. Signed summer business for KNX, Hollywood, is reported up 21% over that of 1940. Other stations also quote off the record percentage increases as compared to last year.

A great deal of this is renewal business which will take sponsors through the fall. Some advertisers are new to radio. Others are returning after a lapse of months. Then there are seasonal users too. From the consensus, there definitely will be no summer slump on the Western slope. Stations report they are busy shuffling schedules to take the reported avalanche of new business being offered by agency timebuyers and sponsors.

Problem of the moment, it was pointed out by agency buyers, is to find available time on key stations, especially those affiliated with networks. Many accounts are luxury business, such as new and used cars, pianos, appliances, clothing, shoes and florists. Local and chain retail furniture concerns in the Southern California area are also going in for heavy schedules of spot radio. Then there are cosmetic manufacturers.

Food products concerns and chain drug stores continue to be big users of spot radio in the Southern California area. They are all doing a straight selling job, many using participation programs, or sponsoring a full quarter-hour several times weekly on local stations.

Defense Money

It must be remembered that $1,873,261,000 in defense contracts went to the Far West from June of last year to March of this year. That's 18% of the national total —much more than the New England, South Atlantic or the South Central regions received. Consequently, employment is 30% higher on the West Coast. Payrolls, too, are 50% higher than nine months ago, with major developments in shipbuilding and aircraft yet to come. Approximately $100,000,000 in new merchant shipbuilding orders have been added to the $250,000,000 already on order on the Pacific Coast. This does not include over a billion dollars worth of naval ship contracts.

West Coast lumber production continues to exceed the calculated capacity of that industry, with the average week's output in March reported as 169,108,000 board feet, or 26% higher than in March, 1940. New car sales in California, always a good index of consumer prosperity, totaled 83,159 for the first quarter of this year, a 41% increase over 1940.

Western residential building, with a March value of $30,800,000 was 23% higher than in February, and 27% better than March, 1940. The outlook for a continuation of a higher level of home building was indicated as "good."

BROTHERS TWO are dominating figures at the new KMYR, Denver, and they greeted each other officially April 27 during the inaugural broadcast. F. W. Meyer (right), owner and general manager, here extends a cordial hand to Al G., business manager of the new fulltime outlet.

Changing Tastes

Of the top dozen cities profiting from defense spending, four of them are on the West Coast: Los Angeles, with $626,322,000 in contracts; Seattle-Tacoma, receiving $453,612,000; San Francisco-Oakland, $345,165,000; and San Diego, alloted $233,836,000. These four major Pacific Coast markets alone amount to 15.58% of all national defense contracts.

To visualize this more concretely, consider that in these cities defense spending amounts to $2,000 per family. There are more than 68,000 persons employed in the Southern California aviation industry alone. By summer that figure is expected to increase to 90,000.

Although there are no official figures available at the moment, it is generally estimated the defense program has brought into California alone over 50,000 new families from other parts of the nation. As result, defense dollars pouring into trade channels through pockets of factory workers are changing buying tastes on the West Coast. The public in general is buying better quality merchandise than a few months back.

Retail store sales in key cities currently are zooming along at a rate of from 7 to 50% above a year ago. Although sales totals dropped off somewhat during January and February, merchants in many centers found results unusually satisfactory in view of the burst of spending during the pre-Easter period and the limited promotional merchandise currently available for special sales.

Volume of department store sales on the West Coast during the week of April 26 jumped 33% over the corresponding period of last year, the Federal Reserve Bank reports. The Los Angeles area alone showed the greatest rise, with five downtown department stores reporting sales as up 70% for the week, while 15 stores of the same type gave their increase as 52%.

Other department store increases in cities on the West Coast include Oakland, 7%; San Francisco, and Portland 15%, respectively; Seattle, 37%; and Salt Lake City, 13%. Volume of sales for the Western region was up 21% for the four-week period ending April 26, and 13% for the 13 week period as compared with last year.

Radio Benefitting

Because of this greater buying power, agency timebuyers and account executives emphatically stated there will be no clipping of advertising budgets. To the contrary, they are of the opinion that radio appropriations will be increased.

In many cases, appropriation allocations show extreme partiality toward radio with corresponding reduction in schedules for other media. Several agency men informed BROADCASTING that certain clients will cut their newspaper and other media appropriations, using that advertising money instead for radio.

There are already several excellent examples. Richard Hudnut Inc., New York (cosmetics), which devoted its entire advertising budget to newspapers, periodicals and other media in the past, on April 1 started a weekly half-hour program titled *Hollywood Showcase*, on 8 CBS Pacific Coast stations.

The contract is for 13 weeks, as a test before going transcontinental. American Chicle Co., Long Island, N. Y. (chewing gum), a heavy user of newspapers and other media, is now including national spot and also regional network radio in its advertising budget.

Firm on March 5 started sponsoring a twice-weekly news program titled *By the Way*, featuring Bill Henry, newspaper columnist, as commentator on 7 CBS Pacific Coast stations. American Chicle Co. also currently sponsors Franklin Bingman in *Drama Behind the News* thrice-weekly on 11 NBC-Pacific Blue stations.

Regional Nets Busy

Seiberling Rubber Co., Akron, (rubber heels), on April 14 started a thrice-weekly quarter-hour program on 16 California Don Lee stations, titled *Texas Jim Lewis & His Gang*. Billboards were used almost exclusively by Seaside Oil Co., Santa Barbara, Cal., until the firm on April 13 started for 52 weeks sponsoring the weekly half-hour *Spelling Beeliner* on 6 CBS West Coast stations.

General Petroleum Corp., a heavy user of newspapers, has turned to radio for the first time in many years, having started sponsorship of the weekly program *I Was There* on 9 CBS West Coast stations on a 52-week contract.

It is interesting to note that more than 50 advertisers are sponsoring about 152 quarter-hours of West Coast regional network time per week, dividing it among Don Lee Broadcasting System, NBC-Pacific Red and Blue chains and CBS, with program originating from Hollywood and San Francisco. Some of these advertisers are national, other strictly regional. Several are also using additional spot radio to supplement network coverage.

The West Coast is in a unique position having become the testing ground for several national accounts before going transcontinental. A specific example of this is the previously mentioned Richard Hudnut Inc. account, and also P. Lorillard Co., New York (Old Gold cigarettes), is another, having started on April 17 for 13 weeks, sponsoring *Tommy Riggs & Betty Lou* on 6 NBC-Pacific Red stations, Thursday, 9:30-10 p. m. (PST), in a summer test. If this weekly program proves successful, the firm will send it transcontinental on that network in fall.

From Spot to Net

There are still other tests being conducted on Pacific Coast networks, and unquestionably expansion of these programs to other markets are anticipated. An influx of radio advertisers who never before used radio went on the air this past quarter with successful results, and agency executives state that many of these accounts will continue through the summer. There are several advertisers using spot judiciously. Still others started out using spot last fall and expanded into network.

Intensive effort was made to get definite information on new campaigns now in the works. Some agencies refused to reveal such data; others readily supplied it, but off the record. Some placements will be on a short-term basis, not surprising in view of the feverish state of the general business mind. In some cases, agencies handling national accounts are waiting for approval on recom-

XUM

DEFENSE

activities have made

PORTLAND, ORE. a PLUS MARKET

•

Always reliable . . . always productive . . . now it offers bonus value through abnormal increases in spending power . . .

•

Shipbuilding . . . aluminum manufacture (with Bonneville power) . . . airplane parts . . . army airports . . . Tongue Point naval air base . . . 9 million dollar ammunition dump . . . million dollar bombing base . . . approximately . . .

$200,000,000 TOTAL TO

MAY FIRST . . . AND CONTINUALLY INCREASING

•

. . . and there's a

PLUS STATION

in the Portland market . . . Crossley . . . Hooper . . . Facts, Consolidated . . . Ross - Federal . . . all . . . by a wide margin . . . place

KOIN FIRST

KOIN — The Journal - - - is the Columbia Affiliate for Oregon and Southern Washington - - - and 96% of ALL HOMES IN THIS AREA HAVE RADIOS

FREE & PETERS, INC., *National Representatives* mended campaigns for California or West Coast regional network use, designed as tests before going transcontinental in the fall.

Still other agencies contacted declared that spot business this fall is expected to surpass the total of last year, but they were reluctant to discuss plans because proposed campaigns were only in the talking stage with "most anything can happen" as explanation for caution. Agencies generally in the Los Angeles and San Francisco areas expect a busy summer, with radio getting a good slice of practically all advertising appropriations.

Few Cancellations

There is no particular trend predicted. As stated in the Jan. 1 BROADCASTING, interest in the war has increased listening, and more and more sponsors are turning to newscasts to sell their products. Sponsors too have come to learn that there is no such thing as "undesirable" time on stations.

Many are turning to late evening newscasts, and other types of less expensive programs, such as the one-man show, *Night Cap Yarns*, which started April 28 on KNX, Hollywood, under sponsorship of Consolidated Drug Products, Chicago (Yeast Foam tablets), Monday through Friday, 9:45-10 p. m. (PST). Check-up with Hollywood network executives reveals there will be few, if any, summer cancellations. Most advertisers will use substitute shows for those going off the air for the summer.

Several West Coast stations with Eastern representation are establishing a new precedent by sending their sales managers or top account executives eastward to contact agencies and national accounts, thereby bringing new business to the West Coast. They feel such a policy of personal contact will bring added revenue to the stations and agencies will become more aware of the potentialities of the Western empire.

JIM WELLS
ON THE AIR
ON THE ROAD
STUDEBAKER
WBEN 609-615

SPONSOR'S GIFT to Jim Wells, sportscaster of WBEN, Buffalo (in car) was a 1941 Studebaker sedan, awaiting him when he returned from the Florida training camps last month. Six nights weekly Wells, who is being felicitated by Sidney Skillman, Studebaker regional manager, does his Studebaker *Twilight Sports Column* in addition to his *Strictly Baseball* program and his late evening roundup of sports over WBEN.

PHILADELPHIA

By M. H. ORODENKER

PHILADELPHIA radio stations and agencies expect record business for 1941, barring war complications. With industry humming, increased advertising budgets are reported throughout the agency field.

National advertisers are turning in increasing numbers to agencies in this city. Inactive accounts have suddenly come to life. Availability of radio time on all of the nine stations in the area is increasingly becoming less and less despite the advent of summer, which will hardly show any slack this year, from present indications.

Defense Benefits

Apart from the fact that Philadelphia represents the third largest market in the United States, this unusual condition of an unprecedented rush of business is traced to the fact that this area is a key point in the defense program. The area is a defense triangle in which one-seventh of the nation's entire defense program is concentrated. Only a change in the war situation will change that picture for 1941.

The acceleration of business at the radio stations, which will continue through the summer and even into 1942, is typified in the statement of Roger W. Clipp, general manager of WFIL.

"For the first quarter of 1941," said Mr. Clipp, "WFIL is 60% ahead of last year in local and national spot business, with written business assuring a greater increase for the second quarter. Advertisers, national and local, recognize the potential business possibilities in the Philadelphia area, even though orders for national defense are far from reaching the peak of their production. And not only do we find that regular radio advertisers have substantially increased their budgets, but we are daily adding advertisers for whom radio is a new experience.

"In the past, the radio industry has been reconciled to a falling off of business during the summer months, but 1941 will see a marked change in this practice. Business will cease to have its seasonal peaks and valleys for some time to come, and summer will see the wheels of industry grinding unabated. Buying power will therefore suffer no appreciable decline and advertisers will reap the benefits of this condition."

Expects Sellout

Mr. Clipp further asserted that at the present tempo of business, time on WFIL will be completely sold out before the summer season actually starts. The same situation is reported at many other stations, time buyers at agencies admitting it is increasingly difficult to buy desirable time. WIBG, at suburban Glenside, Pa., revealed that 91% of the station's time on the air (from 7 a. m. to 8:15 p. m.) is sponsored, with very little of the remaining 9% available for sponsorship since the major portion of it is reserved for public interest features.

At WCAU, Commercial Manager Alex Rosenman this month found it necessary to expand from 15 minutes to 25 minutes the daily participating *For Women Only* to take care of a waiting list of prospective sponsors. WPEN has been holding down to a minimum its foreign language broadcasts in order to provide the time for advertisers, and by July 1 expected to have no more available time for foreign language programs.

Similar excitement is manifest at agencies, typical comment being "if business continues at this rate, we will need a year's vacation. We're so busy, even the account executives are doing art work." A true indication that radio here will find no seasonal lull this summer is seen at agencies. The usual tapering off of activity after Easter was not manifest this year, and instead of counting on the summer months for leisurely planning of fall campaigns, the agencies are completely occupied with current and continuing accounts.

This optimism is shared by all with both large and small accounts showing new activity and pointing the way for further gains.

Batten Sees Gains

"Business opportunities should be substantially greater in 1941 than they were last year, due to the stimulated flow of money resulting from increased industrial activity. This should mean a substantial expansion in the use of advertising, certainly during the first part of the year, and probably for the year as a whole," stated H. A. Batten, president of N. W. Ayer & Son.

From Charles E. Eyles, president of Richard A. Foley Adv. Agency, "In my opinion, 1941 should be an especially good year for advertising agencies with clients whose products or services are classed as 'common necessities.' As the tempo of national defense accelerates, payrolls will lengthen. Workers are spenders."

"No longer does any experienced manufacturer whittle down his advertising program in times of exceptional demand," says Jay Lavenson, president of the Lavenson Bureau.

From Charles Blum, head of Charles Blum Adv. Corp., "From all indications, 1941 advertising appropriations are likely to exceed those of 1940 by 15% or better. Schedules in hand show variable degrees of increase, but not a single decrease. Further increase in advertising appropriations for the last half of the year—beyond those planned—seems likely."

From Henry Haas, partner in the Adrian Bauer Adv. Agency, "Both in volume of advertising and in number of advertisers, 1941 should be a record year. From present indications our volume of business will be nearly twice that of 1940."

"Many of our clients have made plans for budget expansion and greater output which will follow in the wake of great advertising," says Philip Klein, president of Philip Klein Adv. Agency.

Luxury Lines

At Gray & Rogers Adv. Co. it was stated that "not one of our clients who has increased his appropriation is working on defense orders." A great deal of the increased business in radio will come from "luxury" items. Moreover, the possibility of increased taxation on luxury items will tend to call for an increase rather than a curtailment in advertising appropriations. It is pointed out by agency executives that heavier taxes on luxury items will create stiffer sales resistance on part of the public, and the advertisers will have to spend even more to break down that increased sales resistance because of added taxes.

New business for radio is also

A LAUNDRY CLEANS UP

Advertising Fund Is Devoted Entirely to Radio

RADIO WILL CONTINUE as an exclusive medium for Manchester Laundries, Philadelphia, according to Sol Reivich, advertising manager, who appropriated the entire advertising budget to radio.

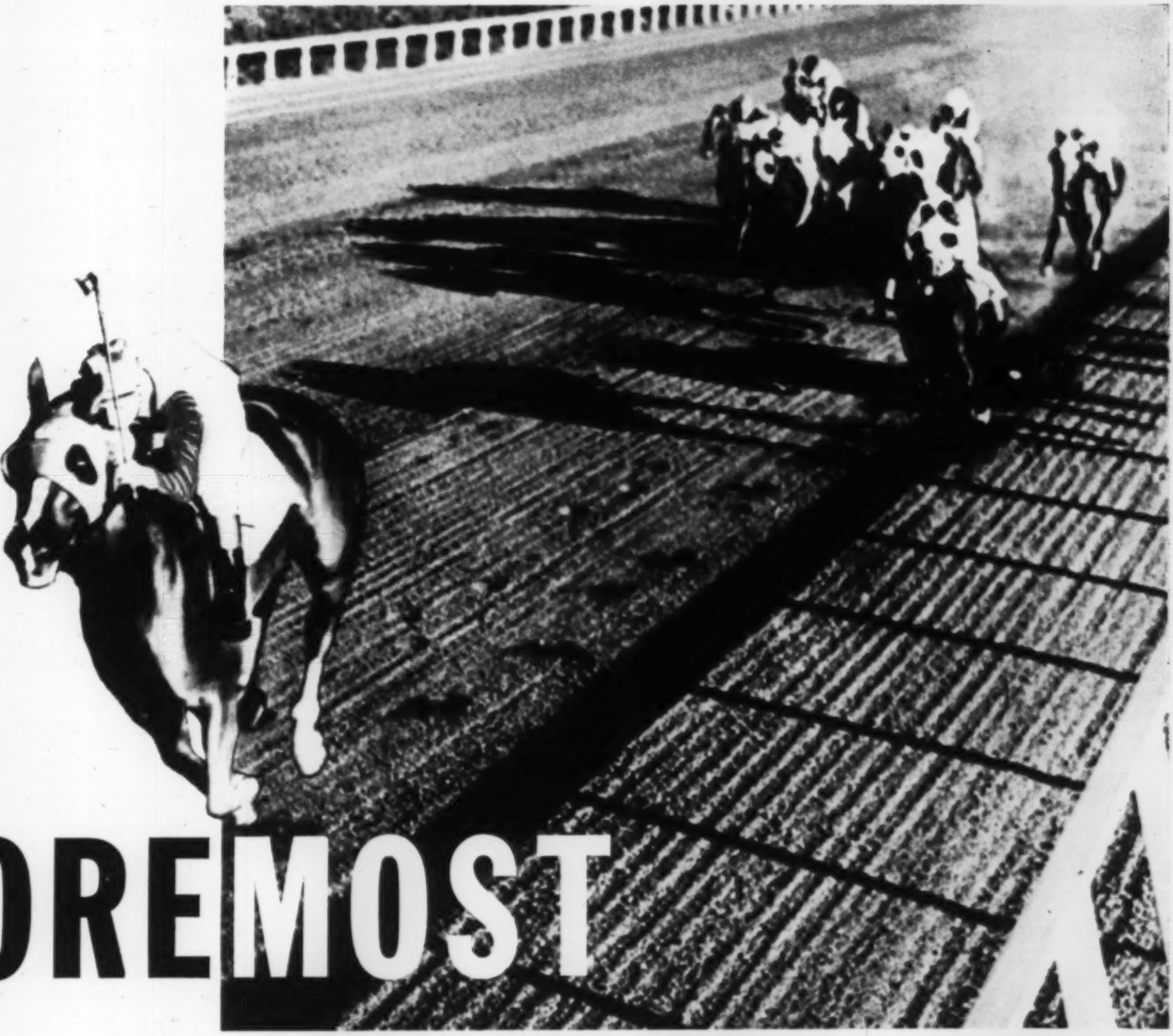
Since starting its three quarter-hour broadcasts a week on WIP, Philadelphia, on March 17, through Cox & Tanz Adv. Agency, Philadelphia, the laundry has increased its potential customer list by more than 500.

The sponsor was solely interested in advertising the name of "Manchester" in the laundry field with the housewife. No direct attempt was to be made to increase consumer sales. As a result, a transcribed music program, *Mystery Melodies*, was bought, based on the idea of having the listener guess the titles of the unannounced music with 30 sets of theatre tickets awarded each week to winners. While the tickets are delivered in person by one of the Manchester Laundries drivers, no selling methods or schemes are permitted.

The merchandising of the program has also been thoroughly covered by Manchester Laundries. Their 60 trucks, covering all of Philadelphia, suburban Delaware County and nearby New Jersey communities, carry full side-banners advertising the program. In addition, each package of finished laundry contains a printed insert calling attention to the broadcast.

Covering the service area desired, mail results have shown a definite increase in listeners each week, thus creating an ever increasing potential customer list through the program.

"We are agreeably surprised with the response we have received from our program," said Mr. Reivich.



FOREMOST

because it offers most

U.P.

United Press serves more radio stations than all other news services combined.

It is radio's overwhelming preference because:

United Press maintains the largest staff of radio news writing specialists of any news service, operates the only transcontinental wire system carrying news written specifically for broadcast.

United Press offers radio's most complete sectional coverage—a network of more than 40 regional bureaus each manned by a special staff writing state and sectional news for the radio wire.

United Press provides news bonuses—11 regularly delivered radio news features. This means added time-sales for subscribers.

In consequence, United Press radio clients get the fastest, most complete national, regional and foreign coverage—day, night and Sunday; have the widest opportunities for sponsorship.

United Press radio news deserves to be foremost. It offers most.

UNITED PRESS

Radio News

XUM

seen from the allied amusement fields. With more men on payrolls, resorts amusement parks, theatres and night clubs are expected to provide the major amusements for the "working classes" this summer with the result that radio advertising will become an essential in the advertising budget. That trend has already manifest itself in this territory.

For the first time, a legitimate theatre attraction has bought time on a local radio station. Through Stewart-Gordon Adv. Co., *Life With Father* has contracted for a series of programs on WDAS. The Wilson Lines, through John Faulkner Arndt & Co., has scheduled a summer campaign on WDAS, KYW and WFIL to publicize its moonlight cruises and excursion boat trips. And with no time available even in the late evening hours for dance remotes, several night clubs in the city have been buying spot announcements on local stations.

The only disconcerting note is the matter of priorities. No one knows to what extent it will be necessary for the rearmament program to push aside civilian business once it goes into high gear. And until such time that the new conditions are clear, none can determine the effect of such a development on advertising.

Despite the warnings sounded by the transcription and recording companies on the priorities of aluminum, none of the local radio stations are alarmed at this time, likewise feeling that the industry will find a suitable substitute should the emergency become acute.

SAN FRANCISCO

By J. CLARENCE MYERS

THE BAY REGION broadcast "take" will show an increase this summer over last and from present observations the same trend will continue through the fall.

Radio reaped a greater harvest of business during the first quarter of 1941 than during the same period last year, in some cases registering as much as 35% and 40% greater volume.

National defense building programs in the Golden Gate area, still in the embryonic stage, have had no appreciable effect on radio business, but advertising is expected from firms directly or indirectly benefiting from the program.

No Cancellations

War fear has caused no cancellations by advertisers. There were only rare cases where defense priorities or difficulty in getting raw materials caused radio advertisers to shade or completely cancel their radio commitments.

Such was the outlook gleaned from comments of station managers, sales managers, agency heads and timebuyers, station representatives and major sponsors in the San Francisco Bay area.

Station operators were further cheered by the San Francisco Chamber of Commerce report that business reached an 11-year high during the first quarter.

Wash. Apple Drive

WASHINGTON STATE APPLE ASSN., Wenatchee, Wash., on April 30 started a four-week seasonal radio campaign on stations in approximately 25 major markets. The association is using 100-word announcements, daytime, during the latter days of the week, two to three spots daily, on behalf of winesap apples. The campaign ends May 23. Agency is J. Walter Thompson Co., San Francisco.

Typical figures show business as a whole 8.9% better than January, February and March last year. Industrial payrolls skyrocketed 28%. Nearly $75,000,000 in new defense orders was placed during March in the region. Total orders on hand amount to $879,000,000.

In the opinion of the majority of radio men and timebuyers, this program will soon begin to show its effect in advertising appropriations. It will come principally from local merchants and regional advertisers, whose business is improved by the increased buying power of defense workers.

The San Francisco Bay area, for instance, is dotted with shipyards, which are humming with activity day and night. March saw an increase of 210% in number of shipyard workers compared to a year ago. Payrolls rose 26% during the same period.

Stores Yielding

The campaign by the four major network outlets in San Francisco to break down the resistance of the major department stores and specialty shops is slowly beginning to bear fruit. Their expected expansion of the use of radio time during summer and fall has caused optimism in the radio fraternity.

But San Francisco still has a long way to go to be on a par with the eastern cities such as New York, Philadelphia and Chicago, in the opinion of Al Nelson, general manager of KPO-KGO. He compared present San Francisco radio to that of Chicago in 1932.

"San Francisco businessmen have been ultra-conservative and have been afraid to step into this new medium of advertising," Mr. Nelson stated. "They still are not completely conscious of its tremendous possibilities. In the past years, however, we have been successful in opening the eyes of some of the business leaders by means of promotion, goodwill and staging broadcast productions right before their eyes either in their own business establishments or at their luncheon clubs. By bringing these business leaders in actual contact with the business of broadcasting we have been partially successful in breaking down a lot of resistance."

Constant promotion in connection with the NBC million-dollar building, soon to be constructed in San Francisco, is helping make the city more radio conscious.

This summer will be the best ever enjoyed by KPO and KGO, Mr. Nelson stated. The volume on both stations during the first quarter was considerably ahead of the preceding year. He added that from present commitments the fall looks particularly healthy.

The consensus of the majority of broadcasters interviewed was that to date sponsors are not spending more money in air advertising due to anticipation of increased taxes. They also were united in their statement that labor troubles were practically nil in this area and therefore causing no cancellations by sponsors. In fact, San Francisco has less labor trouble today than most cities.

So far, staff depletion due to selective training has not become a problem at stations here, replacements being made without difficulty. Luxury business is increasing by a shade. The increase will probably be greater as buying power grows.

Institutional campaigns are replacing straight selling on the air in only a few cases. This method is principally utilized by utilities and a few large manufacturers.

Eastern daylight time is a thorn to West Coast network affiliates, but it has little effect on independents. The managers of network affiliates and agencies handling accounts placed on those stations were practically unanimous in their belief that Western States should go on daylight time.

As it is, with the West on standard time, programs originating on the East Coast or in Hollywood for East Coast reception are released here four hours earlier, bringing most of the major programs to the coast between 4 and 7 p.m. This is far too early for the maximum listening audience.

Time Commitments

Network commitments on daylight time freeze out many good local or regional sponsored spots on the Coast and curb the opportunity to sell valuable early morning time and certain parts of the afternoon.

COOPERATION of KFRC, San Francisco, with the San Francisco Junior Chamber of Commerce in presenting *Our Northern Neighbors* was responsible for the civic organization winning high awards at recent state and national conventions of the junior C. of C. Trophies were awarded for excellence of trade promotion and creation of good will for San Francisco in counties and communities of Northern California. Dan Beswick (left), chairman of the trade development committee of the junior C. of C., holds the trophy presented at Washington, D. C., watching Pat Kelly (center), KFRC writer-producer of *Our Northern Neighbors*, and Murray Draper, president of the junior C. of C., with the other award.

KSFO, CBS affiliate in San Francisco, has played an equal part with the other network stations in breaking down the department store and specialty shop resistance to radio and has been rewarded for its efforts. General Manager Lincoln Dellar stated his station has made a sales drive to replace winter accounts with spring and summer business and that large department and retail stores are showing unusual interest in radio this season. Summer slump in San Francisco is a thing of the past, he averred.

As to the fall, Mr. Dellar said: "There are no signs on the horizon at the present time to indicate that fall won't show a substantial gain on a proportionately increased basis throughout 1941." And as to the growing interest on the part of department stores to the medium Mr. Dellar stated:

"Department stores, long aloof to radio, are gradually becoming more amenable to program ideas that fit into their particular needs. We at KSFO are endeavoring to build ideas that will fit into the particular sales problem of a department store. To date we have been partially successful.

Hard-to-Sell Sales

"In the past year we have geared up our sales and program departments to present, sell and produce local programs of network caliber. We have laid a stress on local live talent production. Our revenue has increased, too, by the proper selling and merchandising of hard-to-sell time, such as early morning, late night and Saturdays. We have accomplished this by carefully analyzing the audience and programming those times so that they were made attractive to the potential sponsors."

William Pabst, general manager of KFRC, the Mutual affiliate, declared that from present commitments, his station will enjoy its best summer in the history of the station. He expects the upward trend to continue through the fall. KFRC showed a decided increase during the first quarter this year over the same period last year.

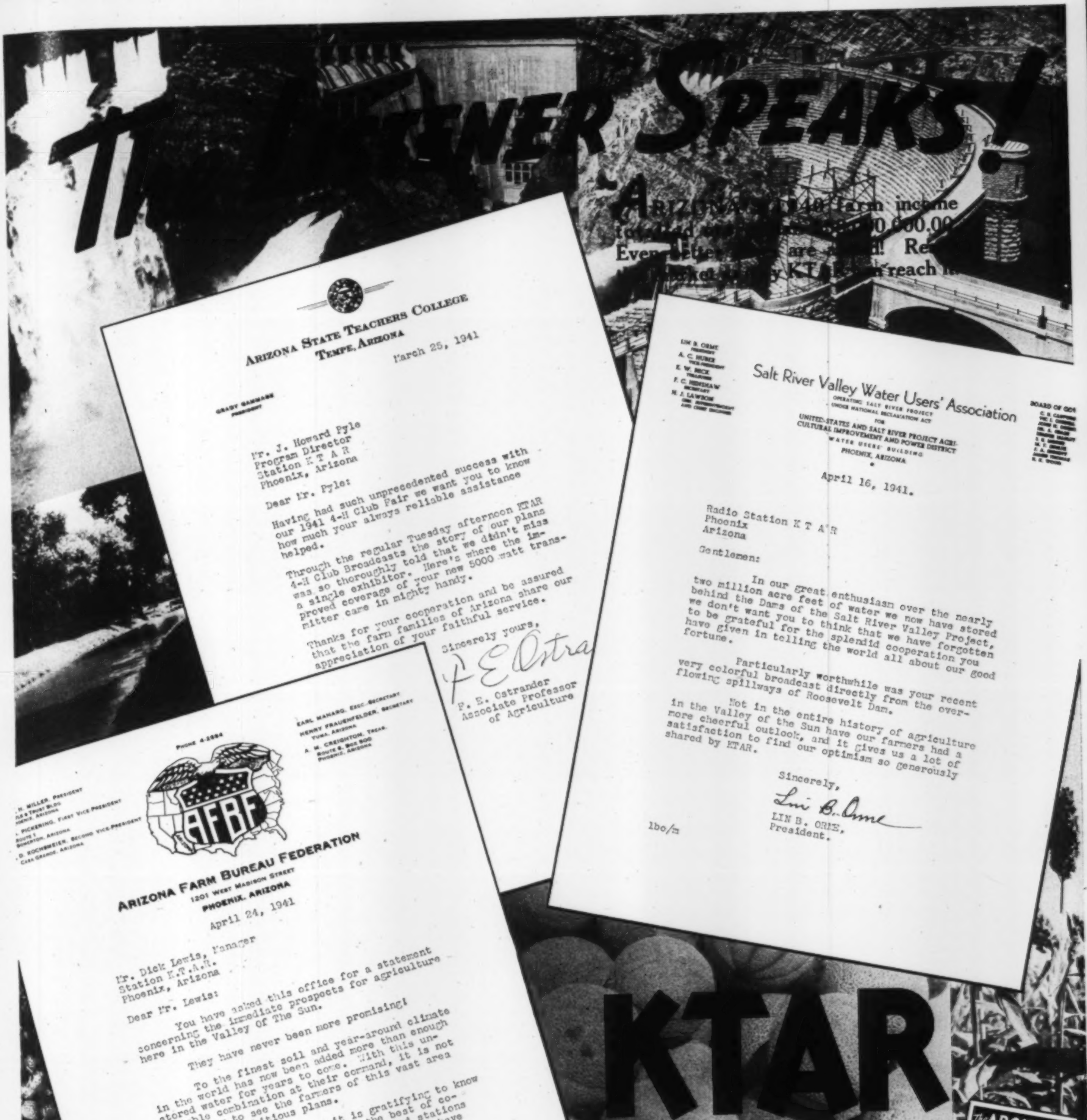
Of the independents in this region, KQW, KYA, KJBS, KROW and KSRO showed definite increases the first four months of this year over last year.

Prospects for the summer and fall are particularly encouraging at this point, according to Harold H. Meyer, general manager of KYA. KQW in San Jose, which through the reallocation of frequencies gained a coveted spot on the dial between KPO, Red network outlet, and KGO, outlet for the Blue, has shown a 35% increase in business in the first quarter. C. L. McCarthy, manager, forecast a record-breaking mid-year season for his station.

Bright in Oakland

Philip G. Lasky, general manager of KROW, said Oakland has always been a good summer market. "Now, with shrinkage of unemployment, defense money and general optimistic outlook, it should be a better summer than ever," he

XUM



THE LISTENER SPEAKS!

ARIZONA'S 1940 farm income totaled [illegible] 0,000,00[illegible] Even better [illegible] are [illegible]! Re[illegible] [illegible] market [illegible] by KTAR [illegible] reach it.

GRADY GAMMAGE
PRESIDENT

ARIZONA STATE TEACHERS COLLEGE
TEMPE, ARIZONA

March 25, 1941

Mr. J. Howard Pyle
Program Director
Station K T A R
Phoenix, Arizona

Dear Mr. Pyle:

Having had such unprecedented success with our 1941 4-H Club Fair we want you to know how much your always reliable assistance helped.

Through the regular Tuesday afternoon KTAR 4-H Club Broadcasts the story of our plans was so thoroughly told that we didn't miss a single exhibitor. Here's where the improved coverage of your new 5000 watt transmitter came in mighty handy.

Thanks for your cooperation and be assured that the farm families of Arizona share our appreciation of your faithful service.

Sincerely yours,

F E Ostra

F. E. Ostrander
Associate Professor
of Agriculture

LIN B. ORME
PRESIDENT
A. C. HUBER
VICE-PRESIDENT
E. W. BECK
TREASURER
F. C. HENSHAW
SECRETARY
H. J. LAWSON
GEN. SUPERINTENDENT
AND CHIEF ENGINEER

Salt River Valley Water Users' Association
OPERATING SALT RIVER PROJECT
UNDER NATIONAL RECLAMATION ACT
FOR
UNITED STATES AND SALT RIVER PROJECT AGRICULTURAL IMPROVEMENT AND POWER DISTRICT
WATER USERS' BUILDING
PHOENIX, ARIZONA

BOARD OF GOV

April 16, 1941.

Radio Station K T A R
Phoenix
Arizona

Gentlemen:

In our great enthusiasm over the nearly two million acre feet of water we now have stored behind the Dams of the Salt River Valley Project, we don't want you to think that we have forgotten to be grateful for the splendid cooperation you have given in telling the world all about our good fortune.

Particularly worthwhile was your recent very colorful broadcast directly from the overflowing spillways of Roosevelt Dam.

Not in the entire history of agriculture in the Valley of the Sun have our farmers had a more cheerful outlook, and it gives us a lot of satisfaction to find our optimism so generously shared by KTAR.

Sincerely,

Lin B. Orme

LIN B. ORME,
President.

lbo/m

. H. MILLER, PRESIDENT
LE & TRUST BLDG.
OENIX, ARIZONA
. PICKERING, FIRST VICE PRESIDENT
ROUTE 1
SOMERTON, ARIZONA
. D. KOCHSMEIER, SECOND VICE-PRESIDENT
CASA GRANDE, ARIZONA

PHONE 4-2694

AFBF

EARL MAHARG, EXEC.-SECRETARY
HENRY FRAUENFELDER, SECRETARY
YUMA, ARIZONA
A. M. CREIGHTON, TREAS.
ROUTE 6, BOX 500
PHOENIX, ARIZONA

ARIZONA FARM BUREAU FEDERATION
1201 WEST MADISON STREET
PHOENIX, ARIZONA

April 24, 1941

Mr. Dick Lewis, Manager
Station K.T.A.R.
Phoenix, Arizona

Dear Mr. Lewis:

You have asked this office for a statement concerning the immediate prospects for agriculture here in the Valley Of The Sun.

They have never been more promising!

To the finest soil and year-around climate in the world has now been added more than enough stored water for years to come. With this unbeatable combination at their command, it is not surprising to see the farmers of this vast area making such ambitious plans.

In this connection it is gratifying to know that we can continue to expect the best of cooperation from KTAR and the associated stations of the Arizona Broadcasting Company. You have already proved your service invaluable.

Very truly yours,

Earl Maharg

Earl Maharg, Executive Secretary
Arizona Farm Bureau Federation

EM/FH

KTAR

KEY STATION OF THE
Arizona Broadcasting Co. Inc.

Represented Nationally by
PAUL H. RAYMER COMPANY
New York · Chicago · Detroit · San Francisco · Los Angeles

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix
5000 W - 620 KC
★★KVOA-Tucson
1000 W - 1290 KC
★★KYUM - Yuma
250 W - 1240 KC
★★KGLU-Safford
250 W - 1450 KC
★KCRJ - Jerome
250 W - 1340 KC
★KWJB - Globe
250 W - 1240 KC
★KYCA-Prescott
250 W - 1490 KC

★★ NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE said. "Our territory is humming with defense activity. By fall we expect that the money going into these defense activities will have found its way down through the channels into the retail establishments, who are 85% of our advertisers on KROW."

Wilt Gunzendorfer, manager of KSRO, Santa Rosa, reports a bright outlook for his station and said resorts in the Redwood Empire are planning considerably enlarged radio campaigns.

The reports and predictions of the agencies were in conformity with the statements made by the broadcasters.

Walter Burke, radio director of McCann-Erickson's San Francisco office, said the majority of their accounts using radio would continue throughout the summer. These include Standard Oil, Pacific Gas & Electric Co., Southern California Gas, Southern Counties Gas, California Packing Corp., W. P. Fuller & Co. and Associated Dental Supply Co. This agency placed more business during the first quarter of 1941 than it did a year ago. Mr. Burke declared: "We look to a greater increase in radio advertising this year by service accounts, such as transportation companies and utilities."

A Summer Gain

Hassel Smith, San Francisco manager of Long Adv. Service, said radio business placed out of his office will show a definite incline in the summer. In some instances, he stated, the small advertiser is curtailing his advertising appropriation due to the tremendous increase in business, feeling it wasn't necessary to advertise while business was good. The larger advertiser operates in just the opposite manner, he said. The George W. Caswell Co. (coffee), and the Gallenkamp Stores (shoes), two of the many radio accounts handled by this agency, will continue their radio programs throughout the summer and fall.

Business placed on radio out of the San Francisco office of Erwin, Wasey Co. will show a decided increase during the coming season, Radio Director Marigold Cassin reported. Golden Glow Brewing Co., National Lead Co., Albers Milling Co. and Carnation Milk Co. are but a few of the accounts using radio through this office.

Barring any great national emergency, the San Francisco area will reap a rich reward in radio contracts in the forthcoming months, in the opinion of Lindsay Spight, Pacific Coast manager of John Blair & Co., station representatives. "Of course, 1940 was a record year in national spot business and 1941 will have to go some to top it," he said. "It will take a lot of work to hold the accounts."

Other optimistic statements came from Fred Wilmar of J. Walter Thompson Co., Emil Brisacher of Brisacher, Davis & Staff; Richard Holman, radio director of Beaumont & Hohman; Robert O. Davis of Rufus Rhoades & Co., and Walter Guild, of Sidney Garfinkel Adv. Agency.

FLYING FORTRESSES of the Army provide program material for KDYL, Salt Lake City, where the 20th Wing of the Air Corps is located. Emerson Smith (center, lower photo), KDYL program director, poses with two flyers as he boards a fortress for a shortwave broadcast from the air. The KDYL mobile unit parked under the motors of one of the big bombers during an interview with a squadron commander.

CANADA

By JAMES MONTAGNES

AFTER 20 months of war Canadian broadcasting stations still continue to report an increasing amount of commercial programs. The broadcasting industry is prosperous in Canada, and sees no signs yet of a falling off in commercial business because of the war.

While the majority of agency executives report a steady increase in radio advertising, one large representative firm reports billings on spot business up more than 20% over last year.

The experience of the Canadian industry, operating while the Dominion is actually at war, can be taken as a barometer of what United States broadcasters can expect if the United States should enter the war. Few advertisers have gone off the air because their production is entirely for war purposes, but the majority whose consumer products have been affected because of government contracts have turned to institutional advertising.

More Inquiries

One large company, unable to meet consumer demand for its products because of wartime production, is continuing on the air, deeming it unwise to drop its radio program, and prefers to have greater demand for its product than it can meet at present. There is a greater interest in radio advertising today than ever before, and agencies as well as stations are receiving more inquiries from would-be advertisers than before the war. Wartime taxes on non-essentials have not yet greatly affected broadcast advertising of such products.

The first quarter of 1941 has come up to expectations, is better than the same period in 1940. Summer business booked at this time is on a par with that of the summer of 1940. Canadian advertisers are not yet using radio in summer as in the United States. But the consensus is that tentative and definite autumn bookings show there will be a great increase in commercial business after the summer.

Much time has already been definitely booked for autumn and early winter months. There has developed a tendency among some advertisers to book for shorter periods because of uncertain conditions, but this is not general.

Government ruling that normal expansion of advertising will be allowed under excess profits taxation accounts for part of the increase in advertising, which would have developed in normal times. A number of dormant accounts have been rejuvenated because of this ruling, it is understood. Wartime luxury taxation on the other hand has eliminated some advertisers, of course, or forced them to decrease their budgets, since some of the taxation cannot be passed on to the ultimate consumer.

Also a factor has been the demand for articles such as autos, electrical appliances, radios, just prior to the bringing down the budget in Parliament, with public demand increasing at that time without any special advertising. This has also curtailed some advertising.

Networks Improve

There has been a slight increase in the use of network broadcasts over last year, and while the usual summer cancellations have arrived, new summer network programs have been booked, including General Food's *Aldrich Family*, Carnation's *Contented Program*, and an all-Canadian International Silver *Summer Silver Theatre*. Because of the increasing demand for network time during evening hours, discussion continues on the rumored second national network.

No formal discussions have yet been held on this subject, it is understood, between the Canadian Broadcasting Corp. and the private broadcasters, but it is being talked about by advertising agencies, station owners, representatives and CBC officials.

A development of recent months which is expected to continue and probably expand is the amount of government paid time bought on broadcasting stations. While the broadcasters have given considerable free time for various local and national war organizations, the financial campaigns of the government are being put on the air through paid broadcasts, network and local, in which nearly every Canadian station participates. A standing committee of the CBC, advertising agencies, government departments and the private broadcasters has this problem in hand.

A number of commercial accounts and many station sustaining shows have been built around wartime activities in local areas. Many sponsors have put plugs in their announcements about some war service or war finance drive. Big names in the radio and theatrical world in the United States have been brought to Canada for important paid and sustaining war theme shows. More such stars are slated to come to Canada during the summer months.

Staff Depletions

The broadcasting industry does not expect much more depletion of staff through voluntary enlistments or conscription. Practically every station and agency has already lost some men either on active service with one of the three branches of the armed forces or conscripted in one of the classes called since last summer. Some now serving with reserve forces may volunteer for active service during the recruiting campaign planned for this summer.

Daylight saving is now considered a wartime necessity, and as such the industry is cooperating fully with Ottawa on this means of saving electric power. Canadians expect to see daylight saving continue in many more districts this autumn on a year-round basis than last winter when industrial centers in Ontario and Quebec were ordered to stay on 12-month daylight time. There was talk of double daylight time for those districts for this summer, but this thought has been dropped by Ottawa. But the industry expects the same headaches this autumn when programs imported from the United States with standard time will have to be fitted into Canada's daylight saving time system.

Generally speaking the industry does not expect to see many changes during the balance of this year, but believes business will carry on about the same as it has since the start of the war.

A LOOK AT THE RECORD

PRESTO

Five years ago, Presto offered the first high fidelity instantaneous recording equipment to radio stations. Today, more radio stations use Presto recording equipment than any other make.

Today, radio stations have a larger investment in Presto equipment than in all other makes of recording equipment combined.

We want to express our thanks to the hundreds of broadcast engineers whose endorsement of Presto equipment has given us this outstanding position in the recording field. More particularly, we want to thank those engineers whose practical suggestions have helped us adapt Presto equipment to the exacting requirements of station operation.

Shown here are some new Presto developments which will further improve the performance of your recording installation.

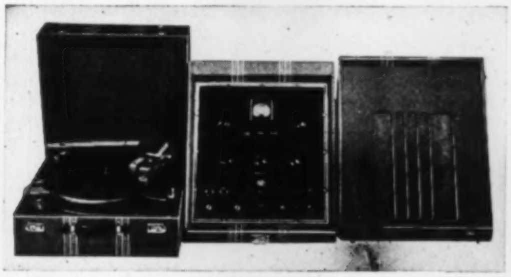
1. Presto 1-C cutter gives wider response range, higher playback level from Presto recordings. Can exchange for Presto 1-B cutter at low cost.

2. Presto 6-N recording turntable for portable or fixed recording installations. A great improvement over the standard 6-D table, less vibration, wider frequency response.

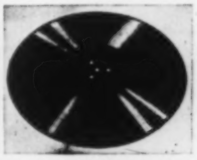
3. Presto 88-A, 50 watt recording amplifier. Selector switch pre-emphasizes high-frequency response to record NBC Orthacoustic or standard high fidelity lateral characteristic. Gain 85 db, 1% distortion.

4. Presto 8-N recorder, the finest recording turntable made by Presto. Used by the larger stations in U. S. and Canada. Records made on the 8-N reproduce uniformly range 50-9000 C. P. S. Noise level −50 db.

5. Presto 62-A transcription table, called by leading engineers the quietest, steadiest table on the market. Selector switch adjusts pickup response instantly for any type lateral recording.



6. Presto model Y recorder, used by scores of stations for outside pickups. Makes high quality 16" transcriptions suitable for broadcasting.



7. Presto recording discs, greatly improved by new manufacturing process to have more uniform coating, lower surface noise, wider frequency range, higher playback level.

8. Presto model L portable playback, lightweight, simple to operate, gives perfect reproduction of all types of lateral recordings. Ideal for time salesmen and agency executives.

PRESTO EQUIPT FOR SOUND RECORDING

KALE
KANS
KBTM
KCMO
KDKA
KDYL
KEVR
KFBK
KFKA
KFH
KFI
KFJI
KFJM
KFNF
KFPW
KFPY
KFUO
KFWB
KGA
KGDE
KGER
KGGF
KGGM
KGHF
KGIR
KGKO
KGMB
KGNO
KGO
KGVO
KHQ
KIDO
KIEM
KITE
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WBAP
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WBNS
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WBOC
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WCAP
WCAU
WCCO
WCHS
WCKY
WCOL
WCOU
WDAN
WDAY
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WFAS
WFBG
WFBL
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WFMD
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WGAC
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WJAC
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WKPT
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WLBC
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WMAZ
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WMBI
WMBO
WMC
WMFG
WMIN
WMPC
WMSD
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WPIC
WPRO
WRC
WSAV
WSB
WSM
WSFA
WSOC
WSOO
WSTV
WTAM
WTAQ
WTCN
WTHT
WTIC
WTOC
WWNC
WXYZ

VISIT THE PRESTO NAB
CONVENTION EXHIBIT
ROOMS 664-8
HOTEL JEFFERSON

PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK, N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Canadian Stations Learn War Lessons

Private and Government Stations Cooperate In Emergency

By GLEN BANNERMAN

President and General Manager
Canadian Assn. of Broadcasters

Glen Bannerman

CANADIAN broadcasters have learned a number of valuable lessons about broadcasting in wartime, the results of which are seen today in the coordination of all war effort programs and the cooperation of the private broadcasters with the publicly-owned Canadian Broadcasting Corp.

Canadian broadcasting has also advanced from a free service for wartime programs to a status similar to other media where a growing number of war effort programs and wartime money raising campaigns are carried as paid commercial programs.

Some Lessons

By trial and error Canadian broadcasters have learned that too many war talks will kill an audience and that money raising campaigns must not overlap, whether locally or on a national scale. For instance this year a government war finance campaign in February was to be followed immediately by an appeal of six war service organizations. There was a gap of several weeks between the campaigns after broadcasters had shown authorities that from a radio standpoint the two campaigns were too close together. The broadcasters held up their own campaign, the sale of a Winston Churchill biographical booklet, until both other campaigns had been entirely completed.

Broadcasters in Canada have also learned that Canadian listeners, being accustomed to commercial type programs, could be more effectively reached by applying commercial program methods to war effort programs. While there are still many war talks on the air today, a number of campaigns for war finance have now been operated as commercial programs, with commercial announcements just as for any advertiser. These programs have taken the form of all-star shows, daytime serials, evening dramas, with interspersed commercial announcements about the campaign. This method has been found very successful.

Radio being a public service utility, first call on broadcasters is their service to the listener. From the outbreak of war station operators were besieged by numerous requests for time for announcements and talks. Many station owners thought there were too many such talks already on the air, and that listeners would soon tire of them.

The officers of the Canadian Assn. of Broadcasters and of the Canadian Broadcasting Corp. were approached on the question by individual operators, resulting in the setting up of a radio committee of the CAB and the CBC for the coordination of war effort programs. The CBC carries many such programs on its national sustaining network. Others are requested locally.

A system has now been developed where many local stations reserve a half-hour or an hour daily for wartime announcements of all kinds, feature it under some such distinctive name as *The Red, White and Blue Program* at a certain hour each day. One commercial sponsor has developed a similar idea, with such a program using patriotic music aired locally on nearly a dozen stations.

Requests for Free Time

National requests for free time came to the CBC and the CAB practically from the start of the war for Red Cross annual campaigns, the Canadian Legion campaign, two government war loans, the motion picture industry's war saving stamps campaign, announcements about national registration in August, 1940, and other services with wartime appeal.

Last year all Canadian stations contributed an estimated total of 4,300 hours free time. For the first quarter of 1941 the amount of free time runs to about 950 hours, paid time to 350 hours.

As the hour ratio for free time kept growing, charitable war organizations and the government were advised that while radio stations in Canada are not at all anxious to make any money out of charitable and financial campaigns, they feel that all media should be treated alike—all paid or none at all. Radio stations are willing and give far more free time than the value of any time purchased. Except for the ten stations owned by the CBC all other stations are dependent solely upon the sale of commercially sponsored time.

A committee was set up early this year representing the CAB, CBC and the advertising agencies, with a member from the latter as chairman. This committee now functions to line up the commercial aspects of government campaigns.

First to go commercial was the February government war saving campaign with daytime serial and weekly all-star hour as well as numerous spot announcements. This campaign did so well that it has been renewed for war savings and for the government third war loan starting in June. That stations gave much free time and programming to the furtherance of the February campaign is shown by the figures of one metropolitan station which in free time provided more than five times the amount of time for which it was paid.

Another station for the month put in daily free time ranging from announcements to half-hour feature programs including a blackout program. This blackout feature was announced solidly for a week as a television experiment. When the time came for the program to go on the air the audience was asked to turn off all the lights in their home, to sit in front of the radio in the dark. While this blackout was on listeners heard an actual broadcast of a London air raid, recorded on the spot by Canadian engineers. Close co-operation between the radio station and the newspaper under the same ownership helped make this program a success. Similar co-operation between newspaper and broadcasting stations owned by the same group was obtained elsewhere throughout the Dominion.

Advertisers Help

Advertisers on Canadian stations have co-operated wholeheartedly with war effort programs, frequently giving up valuable time, and always with or without station request plugging in their commercial announcements the various charitable campaigns for which the stations give free time.

Radio has without a doubt demonstrated its usefulness in Canada as a medium for charitable and governmental appeals. Because of the small number of stations in the Dominion, 85 in all, there has not been much difficulty in obtaining a cooperative and coordinated working arrangement on the handling of war effort programs of all kinds.

Less than a dozen stations are either not members of the CAB or do not belong to the CBC, and these are all small stations. As a result practically every station is represented either through the CAB or CBC at Toronto, where both have headquarters, and committee meetings of the two organizations and the advertising agencies are quickly arranged. In this way we have been able to develop a central method of operation on all war effort programs.

EXPANSION OF UP IN YEAR REVIEWED

MEETING in New York in advance of the NAB convention, United Press executives reviewed UP activities in radio during the year and outlined plans for the future. Edwin Moss Williams, vice-president and general sales manager, reported the year has witnessed the greatest expansion in radio news facilities in the history of UP.

"Noteworthy achievements," he said, "include completion of the first transcontinental wire network providing news exclusively for broadcast, creation of a relay bureau at Atlanta and the addition of many new bureaus, manned by men specially trained in radio writing. These strides have been of great importance to the radio industry as well as to the U. S." To the stations, he further pointed out, the improvements made have meant longer hours of continuous service, greatly increased speed in news transmission and a vastly enlarged volume of local, state and regional news available to individual stations.

A. F. Harrison, radio sales manager, explained that the program of expansion is a full year ahead of schedule. He informed the executive group that UP, as of May 1, either was serving or had under contract well in excess of 500 stations.

A series of weekly radio transcriptions, dramatizing UP coverage of great news events, was supplied to 365 stations.

It was announced UP will be represented at the St. Louis convention by Hugh Baillie, president; Mr. Williams; Mr. Harrison; Thomas R. Curran, central division manager, Chicago; Jacques D'Armand, southwestern division manager, Kansas City; Stanley Whitaker, southern division manager, Atlanta; Jack Bisco, assistant business manager, New York; and business representatives Mims Thomason, Chicago, and S. D. Hales, Kansas City.

IBEW Signs KFAC

KFAC, Los Angeles, formerly under CIO agreement, in early May signed a contract with Local 40, IBEW, covering all technicians. Contract provides for wage increases to $215 per month for technicians and starting at $240, increasing to $250 per month for the chief engineer, with increased jurisdiction over recordings. Pact also calls for three-week vacation with full pay, sick leave, overtime pay, full seniority rights, and other improved working conditions. Al Speede, business manager of Local 40, with Roy Tindall, chairman of the Broadcast Technicians Division, State Electrical Workers Assn., and W. A. Kelly, international representative of IBEW, negotiated the contract with Calvin Smith, station manager. IBEW reports it is negotiating a new contract with Don Lee Broadcasting System, Hollywood, covering technical staff of KHJ KFRC KGB KDB.

MEMBERS of the Congressional Secretaries' Club, composed exclusively of secretaries to Representatives and Senators in Washington, were guests of NBC last week during the club's annual visit to New York.

BUT A WOMAN WILL ALWAYS LISTEN WHEN THE TIME AND PLACE ARE RIGHT

That's why these special radio programs for women . . . these daily station features . . . are such successful sales producers . . . They are broadcast when women *want to listen* . . . by women who know how to *keep them listening* . . . And, most important, they are featured on eleven great NBC stations, dominant in their markets . . . consistently preferred by leading spot and local advertisers.

If you have a product women need for their homes, their families or themselves, you will certainly want to know a whole lot more about these programs. Check the list at the right and then contact the NBC Spot Sales office nearest you.

KOA
KGO
KPO
WENR
WMAQ
WOWO
WGL
WTAM
KDKA
WGY
WJZ
WBZ
WBZA
WEAF
KYW
WRC
WMAL

NBC SPOT & LOCAL SALES

New York • Chicago • San Francisco • Boston • Washington • Cleveland • Denver • Hollywood

NATIONAL BROADCASTING COMPANY *A Radio Corporation of America Service*

Representing

WEAF . . . . . New York
WJZ . . . . . New York
WMAQ . . . . . Chicago
WENR . . . . . Chicago
KGO . . . . San Francisco
KPO . . . . San Francisco
WRC . . . . Washington

WMAL . . . . Washington
KOA . . . . . . Denver
WTAM . . . . Cleveland

WESTINGHOUSE STATIONS
WBZ . . . . . . Boston
WBZA . . . . . Springfield

KYW . . . . . Philadelphia
KDKA . . . . . Pittsburgh
WOWO . . . . Ft. Wayne
WGL . . . . . Ft. Wayne

GENERAL ELECTRIC STATION
WGY . . . . Schenectady

CHOOSE A "GOLDEN MOMENT"

ON THESE ELEVEN MAJOR STATIONS

Here are well-established, advertiser-tested features . . . known by women . . . listened to by women . . . responded to by women . . . thousands of women in each of these great markets. And each program is so favorably priced that it offers advertisers a value that cannot be equalled.

WJZ . . . New York — Nancy Craig's "The Woman of Tomorrow." 9 to 9:30 A.M. (E.D.T.) Monday through Friday.

WEAF . . . New York — Isabel Manning Hewson's "The Market Basket." 9:30 to 9:45 A. M. (E.D.T.) Monday through Friday.

KYW . . . Philadelphia — Ruth Welles, Woman's Home Counselor. 1:30 to 1:45 P.M. (E.D.T.) Monday through Friday.

WGY . . . Schenectady — Martha Brooks "Market Basket" 8:45 to 9 A.M. (E.D.T.) Monday through Saturday.

WBZ-WBZA . . . New England —Mildred W. Carlson's "Home Forum." 11 to 11:15 A.M. (E.D.T.) Monday through Friday.

WRC . . . Washington, D. C. — Mary Mason's "The WRC Home Forum." 11:15 to 12 noon (E.S.T.) Monday through Friday.

KDKA . . . Pittsburgh — Evelyn Gardiner's "Home Forum." 2:45 to 3:00 P.M. (E. D.T.) Monday through Friday.

WTAM . . . Cleveland — Jane Weaver's "Woman's Club of the Air." 4:45 to 5:00 P.M. (E.S.T.) Monday through Friday.

WOWO . . . Fort Wayne — Jane Weston's "The Modern Home Forum." 9:45 to 10:15 A. M. (C.D.T.) Monday through Saturday. On Saturday, 9:45 to 10:00 A.M.

KPO . . . San Francisco — Gladys Cronkhite's "International Kitchen." 8:30 to 9:00 A. M. (P.S.T.) Monday through Friday.

KGO . . . San Francisco — Ann Holden's "Home Forum." 9:30 to 10:00 A.M. (P.S.T.) Monday through Friday.

N. B. Tear out this advertisement for your files. It lists every special radio program for women on NBC represented stations.

ADVERTISING PAGES REMOVED

Clearing Library Programs at Source

Protection From Suits Vital, Says Craney, Answering King

EDITOR, BROADCASTING:

I was very much interested in the April 7 issue of BROADCASTING because you show my good friend Jerry King of Standard Radio reading an issue of our trade magazine BROADCASTING in which you were kind enough to print an article I wrote on copyright.

Jerry King and I seem to see eye to eye on the entire copyright problem with but one or two minor points in question. Jerry says, "I agree with Mr. Craney, commercial transcriptions should be cleared at source if network commercial programs are cleared at source". Well, the ASCAP and BMI consent decrees both specify that ALL network programs be cleared at the source so I guess that puts us together on that score.

There's a Difference

Then after the above, Jerry goes on and on telling about transcription library services. He mentions all in one breath Standard, NBC, World, Associated, Lang-Worth and MacGregor. Now there is as much difference between these various services as there is between day and night.

We subscribe to the Lang-Worth library and there isn't a single number on a Lang-Worth disc that they don't *clear at the source.* In other words, we *can play any number in the Lang-Worth library without a license from anyone.* Another library service we subscribe to is the MacGregor service. Many MacGregor numbers are cleared at the source. This includes not only public domain music but also much copyrighted material. MacGregor sends out his numbers, tells you who the copyrights belong to, whether or not you have the right to play them without other performance licenses and guarantees to back up his listings if you should be sued for playing any number he tells you is tax free or paid for in your license with him.

Now I used to use transcriptions from Standard Radio headed by my friend Jerry King. I had to discontinue the use of Jerry's transcriptions, however, when we were in the ASCAP scrap out here in Montana because we stopped playing any ASCAP music a long time before other broadcasters even thought of doing so. I had to be darn good and sure that I *wasn't* playing ASCAP music so I started to find out just how far the transcription houses I was purchasing transcriptions from would go in backing me up if I should be sued by ASCAP for playing one of the numbers they said was non-ASCAP. I found I would be backed up by some and not by others. Jerry wrote me as follows:

June 23, 1939—". . . I cannot include the protective clause on the copyright infringement suits. To begin with there is no way whereby we can accept the responsibility of this kind because suits can be filed without any basis in fact. Your clause would then compel us to employ counsel and protect you in Montana. One such suit would cost us more than the total revenue accruing under the deal."

MUNICH DAYS at CBS were recalled recently by H. V. Kaltenborn and Jack Stapp when they had a chat at Nashville. Both are now on NBC, Kaltenborn as a commentator and Stapp as WSM program director. They actually lived, slept and ate together in a CBS New York studio back in the Munich crisis, covering developments from hour to hour during that 1939 period.

June 30, 1939—". . . we are perfectly willing to do everything in our power to assist the broadcasters but I don't think this should include the point of the broadcasters asking us to make legal guarantees about music which we believe will be found 100% tax-free."

Indemnity Clause

Then later on after the settlement of the Montana-ASCAP dispute Jerry wrote and wanted me to subscribe again to his service and I asked for his library with his guarantee that each tune he said belonged to this or that copyright owner actually belonged to the particular owner in question and Jerry wrote me as follows:

Dec. 6, 1940—"Your letter of Dec. 2 with reference to our tax-free library service enclosing your indemnity agreement has been forwarded to me. Inasmuch as you ask two questions: 1) whether we will sign the indemnity agreement and, 2) what our price for the service will be . . .

"Let me point out that if you are willing to pay our price for the service we will sign the indemnity agreement. For stations who want such an agreement our price for service is $1,000 per month per station.

"You are familiar enough with the copyright act to know that it is absurdity to attempt to clear music at the source so long as the $250 statutory minimum award is in the act. To make one company responsible for infringement which easily could run into several hundred thousand dollars is just not within the realm of possibility."

Jerry wrote the above right in the middle of an advertising campaign he was putting on telling the broadcasters he had "tax free" music. In the advertising, of course, he didn't say he wouldn't stand back of any suits unless a station paid a preposterous fee. Now I don't quite understand all of this when Jerry King admits in his article that he has to pay the "mechanical rights." He says, "We are pretty careful about what we record and have facilities better than most for checking sources of music. We have to." Then he goes on to say that to his knowledge no broadcaster has ever been sued because of a transcribed number. Well, here in Montana we were and while the suit was finally dismissed with prejudice against the publisher it was mighty nice to know that the number was played from a transcription library service where the manufacturer was backing us up and said they would appear in court with us or go whole hog and defend the case.

For the life of me I don't see why all broadcasters don't insist that the transcription manufacturers be responsible for the numbers they say belong in public domain or are licensed by one or another of the various licensing groups. After all the broadcaster is the one that is responsible for what he originates and should have as much protection as possible. Certainly he should have the protection he pays for when he purchases transcriptions represented to him to be one thing and he wakes up to find an infringement suit pending against him because the copyright belongs to someone else.

Way of Settlement

Jerry King devotes a whole paragraph to what he believes to be the ideal way of settling the music business. He says:

"The ideal way of settling the music business as I see it would be for a uniform contract for performance agreed to by all the music pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcriptions.

"Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at source so as to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent publishers of the country."

Now if Jerry will just read the ASCAP & BMI consent decrees he will find that the Department of Justice satisfied his fondest expectations. The Department of Justice did even better. The wording of Jerry's above quoted paragraph shows he didn't read the consent decrees so I quote for the benefit of those not familiar with it two pertinent sections of the ASCAP decree.

"Sec. II (4) Clearance at source on *all* network programs.

"Defendant, American Society of Composers, Authors and Publishers, shall not license the public performance for profit of any musical composition or compositions except on a basis whereby, in so far as network radio broadcasting is concerned, the issuance of a single license, authorizing and fixing a single license fee for such performance by network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which shall broadcast such performance, without requiring separate licenses for such several stations for such performance.

"Sec. II (5) Clearance at source on commercial transcriptions.

"With respect to any musical composition in defendant's catalogue of musical compositions licensed for radio broadcasting and which is or shall be lawfully recorded for performance on specified commercially sponsored programs on an electrical transcription or on other specially prepared recordation intended for broadcasting purposes, said defendant shall not refuse to offer to license the public performance for profit by designated radio broadcasting stations of such compositions by a single license to any manufacturer, producer or distributor of such transcription or recordation or to any advertiser or advertising agency on whose behalf such transcription or recordation shall have been made who may request such license, which single license shall authorize the broadcasting of the recorded composition by means of such transcription or recordation by all radio stations enumerated by the licensee, on terms and conditions fixed by said defendant, without requiring separate licenses for such enumerated stations."

Terms of Decree

There is no other section of the ASCAP decree pertaining to transcriptions so you see if Jerry had read the decree first there would have been no reason for his article. The decree says nothing about sustaining or library transcriptions. It leaves them to be dealt with the same as phonograph records. Jerry's "ideal way of settling the music business" is here IF the broadcaster will only go through with the rights given him under the terms of the consent decrees and insist on establishing once and for all the principles of clearance at the source and a use method of payment he has been fighting for since 1932.

Those weaklings who would sign a blanket form of contract with either ASCAP or BMI no matter how favorable the present terms of such blanket license will rue the day they do so in years to come when again the music battle of 1932-41 would have to be fought.

ED CRANEY,
KGIR, Butte, Mont.

May 5, 1941.

New Rules and Regulations
Governing Commercial Television Broadcast Stations
Promulgated by FCC April 30, 1941, Effective July 1, 1941

DEFINITIONS

4.201—*Television Broadcast Station* means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.[1]

4.202—*Television Broadcast Band* means the bands of frequencies allocated for television broadcast stations.

4.203—*Television Channel* means a band of frequencies 6,000 kc. wide and which may be designated by channel numbers as in Section 4.224 or by the extreme lower and upper frequencies.

4.204—*Television Transmission Standards* means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

4.205—*Standard Television Signal* means a television signal conforming with the television transmission standards set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations.*

4.206—*Television Transmitter* means the radio transmitter or transmitters for the transmission of both visual and aural signals.

4.207—*Visual Transmitter* means the radio equipment for the transmission of the visual signal only.

4.208—*Aural Transmitter* means the radio equipment for the transmission of the aural signal only.

4.209—*Visual Transmitter Power* means the peak power output when transmitting a standard television signal.

4.210—*Service Area* means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

4.211—*Main Studio* as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

ALLOCATION OF FACILITIES

4.221—*Basis for License.* Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

> ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, and the antenna height in feet above surrounding area.

4.222—*Time of Operating.* Television broadcast stations will be licensed only for unlimited time operation.

4.223—*Showing Required.* Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the *Standards of Good Engineering Practice for Television Broadcast Stations.* (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accompanied by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

4.224—*Channel Assignments.* The channels or frequency bands set forth below are available for assignment to television broadcast stations:

(a)

Channel No.	
1	50,000- 56,000 kc.
2	60,000- 66,000 kc.
3	66,000- 72,000 kc.
4	78,000- 84,000 kc.
5	84,000- 90,000 kc.
6	96,000-102,000 kc.
7	102,000-108,000 kc.
8	162,000-168,000 kc.
9	180,000-186,000 kc.
10	186,000-192,000 kc.
11	204,000-210,000 kc.
12	210,000-216,000 kc.
13	230,000-236,000 kc.
14	236,000-242,000 kc.
15	258,000-264,000 kc.
16	264,000-270,000 kc.
17	282,000-288,000 kc.
18	288,000-294,000 kc.

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

4.225 — *Experimental Operation.* Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of Section 4.261 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

4.226—*Multiple Ownership.* No person (including all persons under common control)[2] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *provided, however,* that no person (including all persons under common control), shall directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area; and provided, further, that the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

4.227—*Normal License Period.* All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring Feb. 1.

EQUIPMENT

4.241—*Maximum Rated Power; how determined.* (a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment. (b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

4.242—*Maximum Power Rating and Operating Power.* The Commission will authorize the installation of a tele-

NOW THEY LOOK LIKE THIS

See page 39

PHOTOGRAPHS ON PAGE 39 in same (l to r) order show: (1) **Maj. William Coates Borrett,** managing director of CHNS, Halifax, who was born into an Army family, was educated at Army schools and during World War I served with the Canadian Expeditionary Forces overseas; he was in active service the day after the present war broke out, serving aboard transports in Halifax until called to Ottawa on more urgent service. (2) **Harry Sedgwick,** president of CFRB, Toronto, who joined the 15th Battery Canadian Field Artillery in 1914, went overseas in 1915, served in Belgium and France until wounded at Courcelette in the Somme drive in September, 1916 and spent until May, 1918 in various hospitals as an invalid. (3) **Charles B. Brown,** NBC manager of station promotion, who is a native of Victoria, B. C., spent his boyhood in Edmonton, Alta., joined up at the outbreak in 1914 with a unit recruited at Windsor, was sent almost immediately to England for training, was in the thick of it at Ypres within four months, then saw service on the Somme and at Lens; at Lens he "got his blighty", being wounded three times in both legs, head and neck, and he was invalided home in October, 1917.

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[1] The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

[2] The word "control", as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

XUM

vision transmitter having maximum power rating equal to the operating output power in accordance with the table set out in Section 4.221.

4.243—*Monitors.* The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations;*

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations.*

4.244—*Required Transmitter Performance.* The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice.* The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

4.245—*Indicating Instruments.* The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy (See Standards—to be supplied).

4.246 — *Auxiliary and Duplicate Transmitters.* The provisions of Sections 3.63 and 3.64 of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations.

4.247—*Changes in Equipment and Antenna System.*

(a) No changes in equipment shall be made:

1. That would result in emission of signals outside of the authorized television channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the *Standards of Good Engineering Practice* provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See Section 4.261).

(b) Specific authority,[3] is required for a change in any of the following:

1. Increase in the maximum power rating of the transmitter.

2. Replacement of the transmitter as a whole.

3. Location of the transmitter antenna.

4. Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

5. Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

6. Operating output power delivered to the antenna.

(c) Specific authority,[4] upon filing *informal* request therefor, is required for the following change in equipment and antenna;

1. Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in sub-section (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice* for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

4.248—*Operating output power; how determined.* The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the *Standards of Good Engineering Practice for Television Broadcast Stations.*

OPERATION

4.261—*Minimum Operating Schedule.*

(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. On each day, except Sunday, there shall be at least 2 hours program transmission between 2 P.M. and 11 P.M., including at least 1 hour program transmission on five week days between 7:30 P.M. and 10:30 P.M.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

4.262—*Station Identification.*

(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

4.263—*Motion Picture Film.* All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

4.264—*Logs.* The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

1. Entry of the time each station identification is made.

2. Entry briefly describing each program broadcast under the heading "outside pickup", "studio production", and "motion picture film", or combination thereof.

3. Entry showing that each sponsored program has been announced as sponsored, paid, for or furnished by the sponsor.

4. Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal)

1. Entry of the time the station begins to supply power to the antenna and the time it stops.

2. Entry of the time the program begins and ends.

3. Entry of each interruption to the carrier waves, cause and duration.

4. Entry of the following each thirty minutes:

(i) Operating constants of the last radio stages.

(ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

1. Entry of the time the station begins to supply power to the antenna and the time it stops.

2. Short description of the broadcast made and its technical purpose.

4.265—*Logs: retention of.* Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

4.281—The provisions of Section 3.421 to 3.424, both inclusive, of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

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[3] Formal application required. See *Standards of Good Engineering Practice for Television Broadcast Stations* for specific application form.

[4] Informal application by letter may be made.

THEIR FAITH IN RADIO PAID

First 13 Weeks Were the Hardest, but Big Jewelry Store Soon Began to Reap Benefit

By WILL RUSSELL

Will Russell & Co., San Francisco

FAITH is the keynote of the jewelry business. When the ordinary layman buys a diamond he is about as well qualified to argue with the salesman as he would be to discuss arthritis with his doctor. Therefore, successful jewelers have consistently endeavored to promote confidence and faith in their firms through intelligent, persistent efforts, over a period of years.

It was with this kind of a background that Albert S. Samuels Co., jewelers of San Francisco and Oakland, began a radio campaign over the CBS station, KSFO, in San Francisco in March of 1940. They had tried radio off and on in an attempt to find a program which would sell diamonds and were determined to keep on until they discovered the natural for their kind of business.

A Simple Idea

The program selected was not new, it was not pretentious and it was not complicated. It was simply a slightly different version of the "man-in-street" broadcast, done from the lobby of the Hotel St. Francis each Sunday night, utilizing people who were dining and dancing in the Mural Room.

They felt the right m.c. would build for their store the good will and confidence necessary to sell diamonds to prospective brides and bridegrooms. The man chosen was Arthur Linkletter, past radio director of the Golden Gate Exposition.

There is no format, no merchandise "hook", no set procedure of any kind in the Samuels' night broadcast. Couples are selected from those dining and dancing and they are interviewed as couples. If they are engaged, the questions proceed along the lines of future plans and problems they will have to meet. If they are married, reminiscences of courtships, marriage and the honeymoon flavor the conversation. If they are just out for an evening as boy and girl, Linkletter talks about almost anything with a concluding flavor of romance which invariably works into a commercial approach to the Albert Samuels slogan, "The House of Lucky Wedding Rings".

For the first 13 weeks the program accomplished absolutely nothing in the way of tangible progress.

As a matter of fact, after the second month, diamond sales were under par for the corresponding time a year before. Comments and audience "pull" was excellent, but fewer diamonds were being sold. And diamonds are the "life-blood" of the "House of Lucky Wedding Rings".

But the Samuels people felt they were on the right track and determined to give radio a fair chance to prove itself.

Sure enough, the program slowly began to sell diamonds in its 15th week. The regular weekly half-hour impact of friendly, reassuring messages began to bear fruit. Diamond sales soared despite a new California law requiring a physical examination which sent 20% of the engaged couples out of State for their marriages. At the year's end, counting the first discouraging 13 weeks, the diamond sales were up 22% while general store volume was up only 3%.

Then, beginning the new year, 1941, the results of the campaign month by month began to become dramatically evident. January, ordinarily a poor month in the jewelry business, was extraordinarily good. Business in the Oakland store was up 50% over the year before and in the larger and older San Francisco store business was up some 30%. February brought an even greater upswing, with the Oakland branch increasing diamond sales over the previous year 68% and the San Francisco headquarters marking up their volume 45%. In March the San Francisco figures showed a 56% increase.

The Albert S. Samuels jewelers had been in business over 35 years, selling on a dependable, money-back guarantee to the middle-class consumer. No extravagant claims have been made and no pretentions to the title of "biggest", "best", or "only" have been advertised. Linkletter is left free to handle his commercial as he sees fit . . . adlibbing it completely, or using part of the written copy.

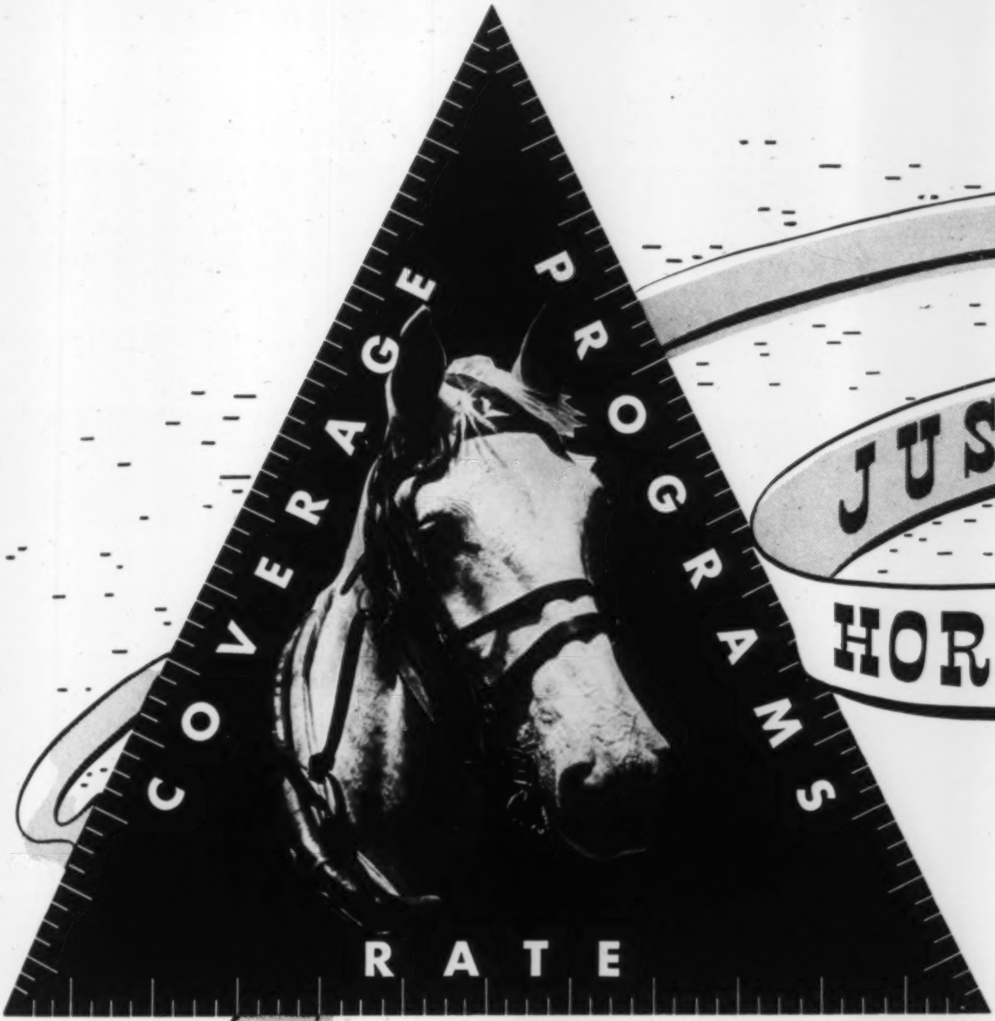
Merchandise Prizes

The announcer, Dick Wynne, also has one commercial which he reads simply and conversationally.

Merchandise orders for $5.15 are given to the girl of each couple interviewed as a "courtesy" of the Samuels people. Linkletter explains that the 15 cents takes care of the sales tax on every $5 purchase. This trifling amount gives added impetus to the thought that Samuels is really sincere in giving both gifts and service.

Over the year it has been discovered that about 20% of the merchandise orders are never used because the people are visitors to San Francisco and leave before they can visit the store. Of the remaining 80% about half are used for small gifts and the other half are used as down payments on more expensive items. In either case it brings new customers into the store and acquaints them with the friendly service.

XUM



JUST GOOD HORSE SENSE

WHICH station should you use, to do an outstanding job of radio advertising in the Hartford Market? It's just good horse sense to choose WDRC—*and get all 3*—coverage, programs, rate!

CBS

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Radio Figures in a Store's Success

Leading Hartford Retailer Attains Definite Increase in Sales

By ROBERT E. BERNHARD

Apparel Merchandising Manager, Wise-Smith's Department Store, Hartford

MANY times in the past few weeks we have been asked by leading department store executives and others in the field of promotion and advertising: "How successful is your radio program? Does it increase sales, does it help you in your merchandising policies; in short, does it bring people into the store?"

These are matters of the greatest import to department stores, which have problems not affecting concerns handling only a line or two. This is our success story in the use of radio, how we developed a technique in appealing to the public, and how we brought people into the store because we made them feel that only at Wise-Smith's could they get the personal attention they wanted.

Everyone Satisfied

Success? Well, our program over WDRC, Hartford, gave us a 22.66% increase in the corset department in six months. And because our customers were satisfied, it created a friendship for the store which brought them back to other departments. A satisfied customer is a store's greatest asset.

And so this is the story of how we are selling a department store over the radio by concentrating on a single department.

It was nine months ago when I took over as a merchandising manager at Wise-Smith's, one of Hartford's largest department stores. One of the first things I did was to survey the store and the position it held in the community.

I found the store had a great following among the older persons in the Hartford area, but not among younger people. Our window displays, in my mind, were not adequate to carry the message we wished; the appearance of our departments did not permit a dramatization of merchandise; our sales-people were not fully acquainted with style trends and the various types of merchandise.

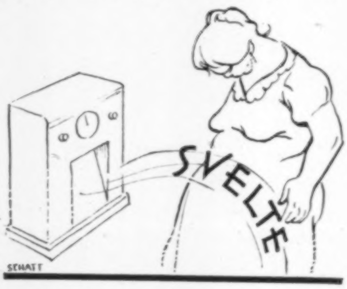
And so things began to happen. New window decorators appeared, there were new training directors, a few new buyers with modern viewpoints. Modern systems were developed for a fast turnover of style merchandise, permitting new types to come in daily.

Then, this question came up: How could we reach our public quickly to get our message over? How could we test the reaction of the public to these modernizations? We couldn't change our newspaper advertising overnight because we depended on that to bring in daily business.

The answer, of course, was radio.

We wanted to talk to the women when they were in their homes, relaxed. We didn't want to throw a lot of information at them that would be hard to assimilate. We wanted to put our ideas over in easy stages, to gain their interest and surely their confidence.

We held conferences. We needed to pick out one department in which all women—large, small, short, tall—could be vitally interested. And it had to be a department which would be profitable even though our radio program was experimental.



The corset department was chosen.

Then we had to select a radio station. WDRC was unanimously chosen as perfectly fitting our needs, giving us a wide coverage at not too great a cost in the experimental stage. And so our staff and the production department of WDRC immediately got together and soon there was a great throwing-about of brains and ideas.

We decided on a 15-minute program which would have human interest from an entertainment standpoint, and still give us time to build in the mind of the potential customer that Wise-Smith's was a big department store specializing in a given line—corsets. We called the program *Figures in Music*.

Our story was an involved one to tell over the air. We had to tell the women that most people do not get the most out of their appearance, that it was not a question of buying high-priced corsets. Oh, no! It was expert advice on the customer's personal need.

We had to tell them we had a competent staff of experienced fitters who, through diagnosis, could fit the needs of the individual. We had to let it be known what lines we carried exclusively, and why we had chosen these lines. And we had to let them know, too, that it wouldn't be expensive.

Out of a Huddle

Conferences with WDRC Salesman J. Eric Williams and Chief Announcer Ray Barrett quickly indicated they understood our problem. Out of these huddles came a program which we are very proud of today, and which we have just renewed for an indefinite period.

The copy was the most important thing, of course. Never did we mention the material of the corset. We told only of what it did to the person who wore it. We talked of famous women in history, how they looked. We talked of Hollywood women. We made women conscious of their appearance. We let them know the merchandise we were selling could make them attractive and we demonstrated our ability to serve them better than average competition. We gave them musical entertainment. And then we appealed to their own best interest, their appearance.

Our average sales increased immediately. People came in and said they did so because they heard it on the radio. What could we do for them? They were patients coming to a clinic, coming to a specialist for advice.

In six months, business in the corset department increased almost 23% without much newspaper advertising, except for clean-ups on odds and ends.

Our primary thought in this specialization was to acquaint people with a department in which we were superior in price, size range, quality and assortment.

And then, through this satisfactory contact with a new customer, we would interest her in our general assortment of merchandise in other departments of the store. Our store volume has also very satisfactorily increased. We do not know definitely how much of it can be ascribed to radio. But we do not doubt that these specialized promotions by air will be the means of furthering our store's potential sales increases.

WISE-SMITH'S

The program, which we carry every Tuesday, Thursday and Friday, taught us many things. We were able to stabilize the corset lines carried. We kept a model stock of various sizes and types. We were able to catalogue more closely the definite need of the public and to recast our stocks to protect this need. We were able to reduce our investment and speed up our turnover of stocks.

It is only a question of time now before we will have a house furnishing program and a complete *Fashion Forum of the Air*. This will be a weekly talk on fashions, and so on, which will tear down certain popular beliefs.

But one thing should be borne in mind. Department store officials do not know everything about radio. For radio information, it seems to me the best thing is to go to radio people. That is why we asked WDRC for advice.

At least 50% of the success of *Figures in Music* rests on WDRC's production advice.

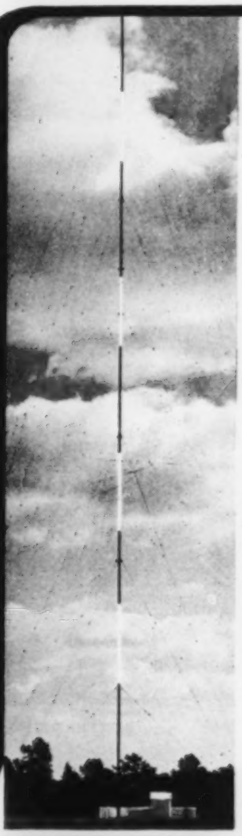
FIGURES DOMINATE the conversation when Salesman J. Eric Williams (left), of WDRC, Hartford, gets together with Robert E. Bernhard, apparel merchandising manager of Wise-Smith's department store, and the moving spirit behind the store's successful use of radio to sell corsets. Mr. Bernhard was formerly vice-president of Gimbel Brothers.

Look to Lingo

FOR TODAY'S OUTSTANDING ANTENNA ACHIEVEMENTS

Backed by the conviction that a better job can be done than has ever been done before, John E. Lingo & Son, Inc. is accomplishing outstanding results in the designing and construction of AM and FM radiators that set new performance standards for the broadcasting industry. Improved designs and exclusive patented features are responsible for their high efficiency, unexcelled stability and low maintenance costs.

As a result, for service and economy, LOOK TO LINGO!



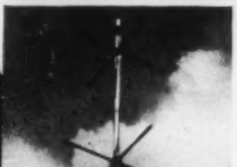
LINGO FOR AM
VERTICAL RADIATORS

To Increase Station Efficiency and Lower Cost of Antenna Maintenance...

Solid facts and figures are available to you on numerous Lingo Vertical Tubular Steel Radiators now in service throughout this country and Canada. The widespread application and increasing acceptance of Lingo "Tube" Radiators are your assurance **and proof** that you can expect **and get** a full dollar's worth of performance for every dollar you invest. Buy on the basis of proved performance and enjoy the benefit of Lingo's:

● Moderate initial cost ● Exceptional High efficiency ● Low maintenance cost ● Unexcelled stability ● Five-year insurance protection ● Single responsibility for constructing and erecting.

Our engineering staff will be pleased to supply you with technical details as they apply in your own case—without obligation, of course. In writing please state location, power and frequency of station.



LINGO FOR FM
TURNSTILE RADIATORS

Already Installed! Already Proven! Now Available for Your Particular Use...

Here is the first and only Frequency Modulation antenna of its kind in the radio industry! The new, improved design is another step in Lingo's policy of leading in FM antenna development. This new turnstile antenna is the result of years of research and development. These features are important:

- **Antenna radiates a horizontal polarized signal with uniform circular field pattern.**
- **Antennas are custom built, and factory adjusted to the operating frequency, making no field adjustments necessary.**
- **Improved, simplified method of feeding and coupling.**
- **Turnstile elements fed by coaxial lines, no open turnstile wires used. Only one main transmission line required. Only two lines used between layers of elements.**
- **Available with 2, 4, 6, 8 or 10 layers of turnstile elements depending upon desired gain.**

Quotations now for stations up to 50 KW, include essential steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. (Climbing steps, lighting equipment and sleet melting units are also available as optional equipment.) Write today for complete facts and please indicate your proposed frequency, power and location.

☛ **JOHN E. LINGO & SON, INC.** *Dept. B-5* **CAMDEN, N. J.**

The ABCD's of Radio Audiences

Definite Class Appeals Of Various Programs Are Analyzed

By H. M. BEVILLE Jr.
Research Manager, NBC

BECAUSE of radio's universality, the fact is often overlooked that it also has very definite class appeals. The research manager of NBC here discusses the socio-economic stratification of radio audiences. Considering a selected group of programs of different types, he describes their relative appeal to income groups, analyzes the competition of their audiences and considers their popularity ratings by economic groups. This article is reprinted with permission from *Public Opinion Quarterly* [Princeton University].

IT SEEMS to be common practice for those not directly connected with broadcasting activities to assume that their own radio listening habits are typical of the general audience. My own acquaintances are prone to consider *Information Please* among the top-ranking of all programs in popularity (and if I were to judge program popularity by the requests I receive for tickets to broadcasts I would be convinced that such was the case). Since radio listening is such a personal experience it is quite natural to expect this reaction from the lay listener.

Mr. Beville

Those closer to the broadcasting picture are, of course, far more sophisticated. They know about "surveys", have heard of "program ratings". In fact, some have even seen a "Crossley report" or at least some of the figures.

Who Listens

These "professionals" could quickly point out that *Information Please* isn't really in the select class—that it actually is in about 30th place in present CAB ratings. "But how can this be," you may ask, "when everyone I know faithfully follows *Information Please?*" The answer is readily found in the following popularity ranking for this program (among evening half hour programs) based on its first six months under the sponsorship of Canada Dry (November 1938-April 1939):

Rank based on total audience	30
Rank in upper income group	9
Rank in middle income group	32
Rank in lower income group	47

These rankings demonstrate vividly what neither the layman nor the initiate had considered—that under normal circumstances there is not one but many radio audiences; that radio listening habits vary enormously with economic, social, and cultural levels.

With the large audience deliverable by radio growing by leaps and bounds, it is small wonder that most of the attention of radio research has been directed at measuring gross size. To advertisers and agencies, to producers and performers, broadcasting has been a mass medium. Universally the question was, and still is, "How big is my audience," or, "What's our rating in the latest report."

But radio offers a "class" as well as a "mass" market. And, although total program audience must always be of primary concern, a dissection of this audience is of tremendous value to many who would influence certain strata. Actually, the "radio audience" is no more a homogeneous whole than is the population of the United States. It is composed of many "cells" which can be stratified not only by economic group but also by geographic region, community size and character, family size and composition, etc. Nevertheless, there is little doubt that from a standpoint of usefulness as well as significance the socio-economic stratification is of greatest importance. Not only is this of value to advertisers but to educational and political broadcasters, since there exists a direct relationship between economic status and cultural level.

Survey Technique

Fortunately, an invaluable reservoir of data on the listening habits of principal economic groups is available in the semi-annual program audience reports of the Cooperative Analysis of Broadcasting, oldest and best known of the regular program survey services. This material for several back years was made available to the author for a special study for the Princeton Radio Research Project entitled "Social Stratification of the Radio Audience." [Available from Office of Radio Research, 15 Amsterdam Ave., New York City, $1.] Before presenting here a few of the listening patterns that exist within various economic classes it might be helpful to see how these data were collected.

The Cooperative Analysis of Broadcasting (CAB) is sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies. The interviewing and tabulating is performed by Crossley, Inc. The CAB technique is known as "telephone recall". Calls are made four times a day to cover the preceding listening period: At 12 noon covering 6 a.m. to noon; at 5 p.m. for noon to 5 p.m. listening; at 8 p.m. for the 5 to 8 p.m. period; and at 9 a.m. the following morning for the preceding evening's listening after 8 p.m.

Interviewing is conducted in 33 major cities 24 weeks a year, during the first and third weeks of each month. A total of 750 calls are made in the 33 cities during each period each week. The ratings contained in the bi-weekly reports are based on two weeks' interviewing, so that the total base for a program rating is 1500 calls. These bi-weekly reports give advertiser, agency and broadcaster a valuable measurement of audience trends.

One of the two major features of the technique employed by the CAB which distinguishes it from practically all other telephone surveys is its distribution of calls within cities to get proper economic class samples. (The second major difference is the use by CAB of recall interviews while most other surveys employ the coincidental technique, calling while the program is actually on the air.) These socio-economic groupings are obtained by a rental classification of the geographic section in which the telephone respondent lives. Calls are allocated to these various sections by proper selection of telephone numbers according to exchange and street address. Despite its limitations this method yields a very useful income group breakdown which possesses the important virtue of uniformity from city to city and year to year.

The income groups used by the CAB during the years covered by the study of the "Social Stratification of the Radio Audience" with their proper call distribution were as follows:

Income Group	*Approximate Equivalent Annual Income*	*% of Total*
A	$5000 and over	6.7%
B	$3000-4999	13.3%
C	$2000-2999	26.7%
D	Under $2000	53.3%

By combining all interviews over a period of months it is possible to get statistically reliable indexes of listening and program audiences by economic groups. [CAB now uses a somewhat different grouping involving 5 rather than 4 income classes for control purposes but furnishes reports only on three broad groups—upper, middle and lower.]

General Habits

Before analyzing audiences to particular programs by economic groups, it is important to know something about the general listening habits of each group. The table below gives an index of radio set use by each income group during four periods of the day. [Based on the Monday through Friday average for two years (October 1935 through September 1937).] In each case, total listening by all groups combined is taken as 100 per cent. We can thus see how general listening by each income group varies from the "norm" for the total radio audience.

	Income Groups				
	A	*B*	*C*	*D*	*All Groups*
6 a.m.-12 noon	62%	93%	116%	92%	100%
12 noon-5 p.m.	59	92	116	93	100
5 p.m.-8 p.m.	80	98	110	89	100
8 p.m.-12 midnight	82	97	109	93	100

No one of the four groups is typical of the whole so far as general listening is concerned. Group A is universally the lowest; C group, the highest—and the only one consistently higher than the index for the combined groups. The B and D groups are relatively similar and show a listening level considerably above the A but below the C group. What causes these differences? We can only surmise, but the influencing factors bearing on low listening in the A group must certainly include:

1. More money available for outside entertainment, thus minimum dependence on radio.
2. Wide range of social interests and activities, limiting time available for listening.
3. The average radio program is directed primarily to the lower economic groups making up the bulk of the audience, and therefore lacks interest for the A group.
4. With higher educational and cultural standards, this group probably depends more on reading than on radio listening for news and information as well as for recreation.
5. Presence of domestic help allows women members of family more time away from home.

Lowest Group a Problem

The B group, being intermediate between A and C, shows some influences from each of these. The C group's high level of listening should be readily accounted for by these factors:

1. Radio is the primary source of entertainment and culture because of limited budgets.
2. Most programs are directed toward this class, as the average of the radio audience and as the most important market for many radio advertised products.
3. Listening is preferable to reading as a means of getting information, news and entertainment because of lower educational and cultural standards.

The picture of D group listening presented by these data is somewhat confusing inasmuch as some of the factors making for high listening in the C group should be operative in even greater degree in the lowest social stratum. Data available from other studies by the Princeton Radio Research Project indicates that D group listening should be at least as high as that of the C group.

It must be admitted that there is still some doubt about the general listening pattern of the lowest economic group. Research authorities are in general accord that this is the most difficult group to sample adequately, whether by telephone or personal interview. There are factors which would contribute to lower listening such as narrow fields of interest, expense of set operation, longer working hours, poor quality and condition of receivers, crowded living conditions.

On the other hand, very little entertainment other than radio is available to this group. We know that the D group listens more to small non-network stations than other groups and since this type of listening is hardest to identify in recall interviews, this may be a contributory factor. A field which needs further study is whether the D telephone homes are truly typical of all D radio families.

Relative Popularity

With the general listening habits of each income group in mind, we may now consider the relative popularity among the four groups of particular radio programs, classi-

Table 1

Relative Popularity Among Income Groups of Selected Evening Programs

		INCOME GROUP INDICES†			
GENERAL ENTERTAINMENT	*Total Rating**	*A*	*B*	*C*	*D*
Jack Benny	25.8	90	102	104	91
Major Bowes	23.0	61	95	110	91
Fred Allen	21.6	75	96	107	94
Rudy Vallee	19.3	100	106	103	83
Burns & Allen	18.8	92	97	106	93
Bob Ripley	16.0	86	94	107	96
Eddie Cantor	15.2	81	93	105	103
Kate Smith	13.1	78	99	105	96
Maxwell House Show Boat	13.1	116	105	101	82
Amos 'n' Andy	13.0	68	86	111	104
Joe Penner	12.5	70	82	112	104
Pick & Pat	12.5	62	92	106	106
National Barn Dance	12.1	45	86	108	119
Lum & Abner	9.1	71	83	108	117
Manhattan Merry-Go-Round	7.5	55	96	107	119
Easy Aces	4.4	82	95	107	98
CLASSICAL AND SEMI-CLASSICAL MUSIC					
Ford Sunday Evening Hour	13.9	157	129	90	62
General Motors Symphony	11.7	172	107	92	76
Palmolive Beauty Box	10.1	145	113	95	80
Cities Service Concert	10.1	148	114	87	95
Lawrence Tibbett	9.9	160	122	92	62
Voice of Firestone	9.9	137	111	102	64
Andre Kostelanetz	7.9	154	128	91	72
A & P Gypsies	7.2	122	125	93	72
Philadelphia Orchestra	5.8	233	114	79	81
Contented Program	5.8	162	116	90	81
NEWS					
Lowell Thomas	12.0	94	114	103	77
Boake Carter	11.6	138	120	96	70
Walter Winchell	9.7	71	110	103	92
March of Time	8.4	114	125	98	63
Edwin C. Hill	7.1	180	106	97	68
Jimmy Fidler	6.1	98	115	95	95
EDUCATIONAL					
Professor Quiz	7.9	91	110	108	72
Cavalcade of America	7.3	85	107	104	81
Voice of Experience	6.2	52	100	106	103
Alexander Woollcott	6.0	153	138	87	70
Husbands & Wives	5.6	84	104	98	107
GENERAL DRAMATIC					
Lux Radio Theatre	22.6	98	107	102	84
First Nighter	15.0	66	89	110	102
One Man's Family	14.8	89	95	104	100
Gang Busters	13.8	67	93	109	100
Helen Hayes	10.9	117	106	104	74
Death Valley Days	8.1	86	90	105	97
Warden Lawes	6.6	80	88	108	100

* Total radio families interviewed = 100%.

† Income group rating adjusted for amount of listening of group and related to total rating as 100.

Table 2

Composition by Income Groups of Total Program Audiences

	A	*B*	*C*	*D*	*Total*
Normal Distribution	6.7%	13.3%	26.7%	53.3%	100.0%
Philadelphia Orchestra	14.2	16.6	26.0	43.2	100.0
Ford Hour	12.1	20.3	32.7	34.9	100.0
General Motors Symphony	11.9	20.3	29.9	37.9	100.0
Helen Hayes	10.9	19.5	31.0	38.6	100.0
Andre Kostelanetz	9.7	19.2	30.5	40.6	100.0
Maxwell House Show Boat	8.3	17.8	32.4	41.4	100.0
Boake Carter	8.5	19.0	33.4	39.1	100.0
A & P Gypsies	7.9	19.1	32.1	40.9	100.0
March of Time	7.6	19.8	34.6	38.0	100.0
One Man's Family	5.0	12.7	31.4	50.9	100.0
Amos 'n' Andy	4.7	13.5	30.8	51.1	100.0
Major Bowes	4.3	10.8	30.1	54.8	100.0
National Barn Dance	2.8	7.7	29.5	60.0	100.0

Table 3

Actual Popularity Ratings by Income Groups

[Percentage of Each Income Group Which Listens to Each Program.*]

	PERCENT OF LISTENERS WITHIN EACH INCOME GROUP			
	A	*B*	*C*	*D*
Jack Benny	24.4%	32.4%	38.2%	24.2%
Eddie Cantor	19.9	24.8	28.3	18.8
Burns & Allen	13.7	21.7	24.4	18.4
Major Bowes	11.4	21.1	27.7	19.3
Lux Radio Theatre	17.9	23.4	25.2	17.4
Maxwell House Show Boat	12.3	13.4	14.4	9.9
March of Time	7.8	10.2	8.9	4.9
Lowell Thomas	8.7	13.6	13.5	8.1
National Barn Dance	4.3	9.9	14.2	13.7
Pick & Pat	6.3	11.2	14.5	12.2
First Nighter	8.0	12.9	18.0	14.1
Gang Busters	7.5	12.5	16.3	12.7
General Motors Symphony	16.6	14.1	10.4	6.6
Ford Hour	20.3	17.0	13.7	7.3
Andre Kostelanetz	9.9	9.8	7.8	5.2
Alexander Woollcott	7.1	8.2	5.7	3.7

* Total radio families interviewed in each income group equals 100 per cent.

fied according to type. In view of the marked differences in general use of sets among the income classes, an important adjustment to the income group ratings obtained from the CAB data was necessary in order to facilitate comparisons. Since the A group was generally low in set usage and the C group high, it would be expected that the A rating for most individual programs would be low and the C rating high. To compensate for this variable and put the income group ratings on a comparable basis, it was necessary to adjust the income group program ratings by the proper general listening indices. The actual calculation was merely to divide the income group program rating by the corresponding listening index, thus raising the rating when set use was below average and lowering it when set use was above average. The adjusted income group ratings were then related to the total actual rating of the particular program, which was considered as 100 per cent. Once this adjustment was made, it was possible to compare the relative popularity of individual programs among the four socio-economic groups on an equal basis.*

For purposes of comparison, a representative group of daytime and evening programs was selected. These were segregated into five rough classifications:

1. General entertainment — including all variety, comedy, and light musical programs.
2. Classical and semi-classical music—the symphonies, and somewhat lighter but high quality musical programs.
3. News—the commentators, the dramatic presentations, and the Broadway and Hollywood reporters.
4. Educational — talk and question-and-answer programs which by reason of presentation or appeal would be considered "educational" by listeners.
5. Dramatic—various types of dramatic programs with the exception of comedy drama ("Amos 'n' Andy," "Easy Aces"), musical drama ("Beauty Box Theatre," "Showboat"), and news drama ("March of Time").

In Table 1 will be found income group indices for a number of better known evening commercial programs for a winter season (either October 1935 through April 1936 or October 1936 through April 1937). Programs are ranked in order of their actual rating (total radio families = 100%). In studying these indices bear in mind that they show only the *relative* appeal of the individual program to the four income classes.

Particular Programs

It is no surprise to find that high ranking general entertainment features such as Jack Benny, Rudy Vallee, and Burns & Allen have a fairly universal appeal. On the other hand, it is of great interest to note the high audience ranking of Major Bowes and Fred Allen despite their relatively low appeal to Group A. This emphasizes the numerical unimportance of the over-$5,000 income group. On the other hand the classical and semi-classical music programs are all highly skewed toward the upper income group and show relatively low appeal to the C and D groups.

Some interesting observations can be made from studying the news category. Although Lowell Thomas and Boake Carter have practically identical ratings, the latter's appeal was far more "highbrow." This may in part explain Boake Carter's success as a Philco salesman and his short experience on the air for Huskies, a cold cereal with a broad market. Jimmy Fidler's *Hollywood News* seems to have about equal appeal to all income groups, whereas Winchell's audience suffers in the A group.

The "educational" classification (which includes a heterogeneous collection of programs selected because of their possibilities as educational techniques) indicates that the audience participation program and historical drama have broad appeal. In this connection it is interesting to note the audience stratification of the *Town Meeting of the Air*, one of NBC's most successful public service features during the 1938-1939 season: upper group index 147, middle group 113, lower 75. This heavy skewing toward the upper groups is characteristic of educational programs of serious content.

Old Favorites

In the dramatic group three old standbys—*Lux Theatre, One Man's Family* and *Death Valley Days*—show a relatively uniform appeal to all groups. It is interesting to note the upper-class appeal of Helen Hayes who appeared in a script dramatic series distinguished by nothing but that famous actress' name.

With the exception of Sunday afternoon programs, which followed the same pattern as evening shows, most daytime programs analyzed were of two types—dramatic serials and homemaker talks.

(Continued on page 82)

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* How these adjustments were made can be seen from the following example of the adjustment in the income group ratings for Jack Benny, taken from the October 1935 to April 1936 report:

	Total	*A*	*B*	*C*	*D*
Actual rating	25.8	18.1	26.5	29.1	21.8
Set use index	100.0	78.0	101.0	108.0	93.0
Adjusted rating	25.8	23.2	26.2	26.9	23.4
Income group indices	100.0	90.0	102.0	104.0	91.0

For

XUM

America—
THE RADIO

The Radio they call me, a thing by tyrants feared.
I am the joy of free men by which all lives are cheered.
I am the right of free men, their culture, mirth and song,
A delight for their children, a guard 'gainst every wrong.

The glorious songs of freedom exultantly I sing,
America for everyone! one God for worshipping!
No tyrant stills my teaching; no home denied to me.
I am the soul and body and breath of liberty.

I am the living substance of peace and brotherhood
Of human rights unfettered, of all that men hold good.
Mine are the fruits of freedom, of skill and genius rare,
And art's supremest triumphs—and all who wish may share.

American my purpose! American my creed!
No time have I for hatred, for lust, for power or greed.
Mine are the hymns of freedom, a free man's prayer I pray.
America, at your service! The Radio—night and day!

Edgar A. Guest

THE GREAT STATIONS OF THE GREAT LAKES

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THE GOODWILL STATION
Detroit

G. A. RICHARDS
President

WGAR
THE FRIENDLY STATION
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St. Louis Blues

WAR, hell and the FCC.

That just about epitomizes the agenda for the 19th annual convention of the NAB meeting this week in St. Louis. The outlook was never blacker.

In broadcasting, we are accustomed to the "crisis-a-day" diet. But no legitimate industry ever has been subjected to the brand of regulatory strafing that has been meted out to radio by an anti-radio FCC majority now running riot.

In a national emergency, requirements of the Government are paramount. Broadcasting has given freely of its time and energy in the necessary all-front moves toward defense of the nation. It seeks no plaudits. It is broadcasting's duty.

But commercial broadcasting, as if in a world apart, is being besieged on all fronts by an FCC majority that appears to be determined to run the industry into eventual receivership. The Fly-engineered Network Monopoly Report, dealt with editorially elsewhere in this issue, is but one of the numerous moves that seem to denote a trend toward limitation of profits, rate regulation or worse.

To us it seems that all this punitive activity in time of national stress is out of step with the Government's all-out defense effort. It hardly conduces to the public welfare and morale to have an industry so sensitive to public reaction flailed and browbeaten at every turn.

Already there are indications of back-biting and dissension in industry ranks over both the network-monopoly and the newspaper-divorcement moves of the FCC majority. Its actions, all down the line, cleverly were contrived to precipitate precisely that situation.

For the first time in nearly two decades of NAB conventions, the copyright problem is slated to take a backseat despite its importance to every station, network and advertiser. There will be words about ASCAP and BMI music, but the very fate of the industry is involved in the other issues.

Before each convention there always has been the clarion call for a united front. At this writing such action in concert seems impossible, as the pros and cons on each important issue gird for battle. From where we sit, we feel that unless the best brains in the industry take hold to force the industry body-politic to forget petty grievances, and in forthright fashion meet the issue of how to preserve the broadcasting industry itself, a wrecking crew, government-directed, will move in.

The Deac's Return

NO BETTER MAN than Merlin Hall Aylesworth could have been selected by Nelson A. Rockefeller to head radio activities of the Office of the Coordinator of Commercial and Cultural Relations Between the American Republics. The $1 a year job brings "Deac" Aylesworth, founder president of NBC and one of the true pioneers of modern broadcasting, back into the field of his most fruitful endeavors, albeit in a temporary Governmental capacity.

In the half-dozen years since he left NBC, "Deac" Aylesworth as a motion picture executive, newspaper publisher, lawyer and public relations counsel has never lost the radio touch; he has maintained his contacts with the executives of networks and stations, with sponsors (he sits on the boards of several big radio advertising firms), with agency men (on the Rockefeller Committee he works with Don Francisco, president-on-leave of Lord & Thomas) and with countless friends among the rank and file.

Even now, we learn, some of his brightest young proteges have gathered around him for the new task. Recalling his brilliant job in attracting major advertisers to the new-born medium of radio not so many years ago, it is a certainty that shortwave broadcasting to Latin America, sponsored and sustaining, will get a greater impetus from his efforts. Everyone in American radio should be heartened in his desire to contribute to the vital cause of hemispheric solidarity by reason of the fact that "Deac" Aylesworth has been selected for leadership on the all-important radio front.

Good Old Summertime

TWO FACTORS are combining to bring broadcast advertising the best summer in its history.

First, the industry is cashing-in on its persistent campaign to convince advertisers that people listen to their radios in the summer, and continue to spend their money.

Second, the natural growth of the broadcast industry is augmented by a stimulus from the increased payrolls in connection with the defense program.

In a nationwide survey of station, network, agency, advertiser and representative fields, BROADCASTING'S correspondents report that summer prospects are the brightest yet encountered at this time of the year. There are, of course, such doubtful factors as defense uncertainties, priorities and international complications.

With this rosy outlook on the immediate future, there arises the problem of how to meet the issues that naturally arise. Keeping in mind the axiom that few men, or businesses, can stand prosperity, broadcasters must decide what to do when they are sold out, as appears the case in some instances; how to keep growing, for broadcasting has never known a constant level; how to live up to the summer promises given advertisers; how to keep staff personnel happy; how to maintain public service standards when so little time is available for sustaining programs; how to get along with a regulatory situation that becomes more complicated as the months pass.

Re Priorities

LATEST edict of the OPM Priorities Division places all metals except a few precious ones on the Priorities Critical List. That means nearly all metals used in transmitter and tube manufacture, under existing defense schedules, will be virtually impossible to procure. The outlook is serious—more serious than even the most pessimistic figured. Unless broadcasting is classified as a full-fledged national defense operation, equipment production may be all but shut down a few months hence.

The RADIO BOOK SHELF

ONE OF THE MOST useful volumes available to radio and advertising agency executives is *1070 Cities & 3071 Counties*, a 60-page spiral-bound book just published by The Katz Agency Inc., radio and newspaper representatives, 500 Fifth Ave., New York [$5]. It is a summary of major items in the 1940 census thus far made available by the U. S. Census Bureau, showing the population and retail sales for all counties in the United States and for all cities of more than 10,000 population. For every city and county not only is the 1940 population and 1939 total retail sales figure given, but also food group sales, automotive group sales, drug store sales, population as per cent of U. S., total retail sales as per cent of U. S., population as per cent of State and total retail sales as per cent of State. This is the eighth census and market study so far issued by Katz, which states that it plans a companion volume on population characteristics, housing, radio homes and agriculture as soon as final reports are released by the Census Bureau.

THE CBS Sunday afternoon series of plays by the Free Company, dedicated to the cause of freedom and democracy, has taken book form. Dodd, Mead & Co. has published *The Free Company Presents* with a special foreword by James Boyd, and plays by Robert Sherwood, William Saroyan, Paul Green, James Boyd, Stephen Vincent Benet, Orson Welles, Marc Connelly, Maxwell Anderson, Archibald MacLeish and others.

SOCIETY FOR CURRICULUM STUDY, Philadelphia, which issues a monthly magazine on modern problems titled *Building America*, has devoted one of the recent numbers entirely to radio and its varied fields of entertainment. Illustrated with photographs donated by networks and stations, the 20-page booklet tells how radio began, how the FCC operates.

We Pay Our Respects To —

MERLE SILAS JONES

BUSIEST MAN in St. Louis during the NAB convention will be Merle S. Jones, general manager of the CBS-operated KMOX who as chairman of the convention committee heads all arrangements for the care, feeding and entertainment of the 1,000 or more delegates, visitors and their ladies.

Working with him he has a highly efficient staff of station executives whose work is pretty well cut out for him—William H. West, entertainment and reception; Clarence G. Cosby, exhibits; Robert Richardson Jr., golf; Ray E. Dady, housing; Howard O. Peterson, promotion exhibit; George W. Burbach, public relations; Burt Slattery, transportation. But upon his own strong shoulders falls the supervision of the whole.

Merle Jones, at 35, is one of those successful executives frequently alluded to as "radio's bright young men". He is one of a coterie of Midwestern youths, all prominent in the business, who found in the new art and industry exactly the right outlet for their particular capabilities. Had it not been for radio, the law would have commanded his energies.

Born in Omaha Aug. 14, 1905, Merle attended the primary and high schools of that city before entering the U of Nebraska to study law. On the campus he was prominent in every phase of politics, even though he was working his way through college, and they still say he was elected (or could have been) to every important office except the presidency of the Women's Student Council.

Full of college honors, including the presidency of the coveted Senior Honorary Society, Merle Jones was graduated in 1929, and immediately hung out his lawyer's shingle in Omaha. For three years he led the life of a struggling young attorney. Then a client asked him to look over WAAW, a 500-watt daytime outlet in Omaha (now KOWH) and he was told to "do anything around the station you want".

It was a fascinating assignment, but not calculated to earn enough to draw him away from law practice until he suddenly landed his first big sale—one hour across the board for Crazy Crystals. Then came an assignment to handle the radio account of Union Pacific Bus System, which involved the writing and placing of programs on about 25 stations. By this time the law practice was being completely ignored.

In 1934, President Arthur B. Church of KMBC, Kansas City, was casting about for a new salesman. Kansas City was the home town of Mrs. Jones (the former Frances Greene, whom he married in 1932) so he took the job. Within a year he was regional sales manager of KMBC, his territory including St. Louis. There he got acquainted with James D. Shouse, then KMOX general manager and now the general manager of the Crosley broadcasting activities in Cincinnati. In July, 1936 he became Shouse's assistant. A year later he was assigned to the CBS sales subsidiary, Radio Sales, as western sales manager in Chicago. And a year after that he was back in St. Louis as general manager of KMOX, succeeding Jack Van Volkenburg who had been transferred to Chicago to succeed H. Leslie Atlass, Chicago vice-president.

While assistant to Shouse, Jones was particularly active in establishing closer relations between the station and retail dealers in the KMOX territory, and he has since concentrated on this type of promotion. His predecessor, Jack Van Volkenburg, believed firmly in the development of local personalities. Jones concurs, and has carried on and added some new ones. He is now surrounded by a staff that include such nationally recognized personalities as France Laux, for six years CBS World Series announcer; Harry W. Flannery, now CBS correspondent in Berlin; Jane Porter, nationally known home economist; "Pappy" Cheshire, director of the *National Champion Hillbillies* and now a star with Republic Pictures; Charles Stookey, CBS agricultural director and editor of the *Columbia Country Journal*, which originates from KMOX.

Although St. Louis radio stations have had more than their share of labor difficulties, Jones maintains a close relationship with his employes. An organization usually reflects the personality of the man at the head of it, and KMOX is a friendly organization. A newcomer finds he is quickly on a basis with fellow workers that would take him months in other organizations. The atmosphere is perhaps best illustrated by the fact that at a labor board hearing in which all St. Louis stations were involved, KMOX employes, when called to the stand to testify, preferred to speak of their boss as "Merle", instead of as "Mr. Jones".

Fishing and golf occupy Merle Jones' attention when away from his office. Last summer he donated a cup for the winner of a KMOX golf tournament. The winner was Merle S. Jones. He is a member of the Algonquin Golf Club, the Missouri Athletic Club, Kiwanis and the St. Louis Advertising Club; on the latter he sits as a member of the board of directors.

Personal NOTES

MAJOR EDWIN HOWARD ARMSTRONG, as the inventor of frequency modulation, will be honored at the annual Medal Day exercises on May 21 in Philadelphia by the Franklin Institute. Maj. Armstrong, along with Sir Chandrasekhara Venkata Raman, Indian physicist who won a Nobel prize for his experiments with light, will receive the science institute's highest awards for 1941 for scientific achievement.

DR. LEON LEVY and Isaac D. Levy, president and vice-president, respectively, of WCAU, Philadelphia, were appointed to the executive committee of the Philadelphia Chapter of the National Foundation for Infantile Paralysis.

PAUL KANE, of the sales staff of WPEN, Philadelphia, has enlisted in the Army.

FRANK A. SEITZ, vice-president and managing director of WFAS, White Plains, has been appointed to serve with the Westchester Defense Council to coordinate radio facilities in Westchester County in connection with civil defense.

A. A. FAHY, general manager of KABR, Aberdeen, S. D., has been elected president of the Aberdeen Community Theatre, dramatic group, for the coming year.

CHARTER HESLEP, formerly managing editor of the *Washington Daily News*, on May 7 joins the NBC news staff in New York.

GARY KRIEDT, sales promotion manager of KFRC, San Francisco, and Myrtle Hamilton were married in San Francisco May 4.

AL SOMMERFIELD, formerly of *Collier's* magazine, has joined WNEW, New York, as promotion director. Recent additions to the WNEW announcing staff are Andrew Stanton and James Coy.

THEODORE A. (Ted) SMITH, manager of visual equipment sales of RCA Mfg. Co., Camden, and Janice Munson, of Amherst, Mass., were married April 26 at Amherst. They are honeymooning in the South.

HUGH ASPINWALL, known as the "Chick Martin" of Purina's *Checkerboard Time*, in radio for 16 years, has joined KWTO-KGBX, Springfield, Mo.

FORD BILLINGS, sales manager of WCKY, Cincinnati, is recovering from an appendectomy.

HORACE HAGEDORN, after six weeks on the promotion staff of NBC's national spot and local sales division, has been transferred to the spot and local sales force, effective May 5. Hagedorn joined NBC March 24 after several years as head of the New York office of Howard H. Wilson Co., station representative.

DR. EMORY ROSS, general secretary of the Foreign Missions Conference of North America, has joined the Advisory Board of the CBS *Church of the Air* series, replacing Dr. Finis S. Idleman, who died March 22.

WARREN S. STOLTZ, formerly of the radio department of J. W. Pepper, New York, has joined the sales staff of WINS, New York.

BOB ANTHONY, formerly manager of the production department of WOLF, Syracuse, has joined WSPA, Spartanburg, S. C.

EARL MELBY, formerly program director of WLOF, Orlando, Fla., has joined the announcing staff of KWK, St. Louis.

LESLIE T. HARRIS, of CBS, New York, is engaged to marry Rosemary Cox, of Douglaston, L. I.

ROLAND SCHWEER, assistant production manager, and Thora Thompsen, of the continuity department of KRGV, Weslaco, Tex., were married May 3, at Brownsville, Tex.

Field Appointed

R. F. FIELD, vice-president of Campbell-Ewald Co., has been appointed manager of the agency's Chicago branch, H. T. Ewald, president of the company announced last week. For the last several years Mr. Field has been stationed in New York. A native Chicagoan and a son of the late Eugene Field, he worked in Chicago a number of years after attending the U of Illinois, joining Campbell-Ewald's Chicago staff 15 years ago.

A. C. Iler

A. C. ILER, for the last seven years an account executive with Vickers & Benson Ltd., Montreal advertising agency, died in Montreal on April 30. A star athlete in the early years of the century, he was well known in advertising and sales promotion circles throughout Canada. He had been general manager of McAlpin Tobacco Co., Toronto; secretary and sales manager of J. M. Fortier Ltd., (Cigars), Montreal; advertising manager Western Canada Flour Mills, Toronto; manager of sales promotion and research department *Maclean's Magazine*, Toronto; publicity manager Distillers Corporation Seagrams Ltd., Montreal. He is survived by his widow and two sons, A. H. Iler of Montreal, and P. H. Iler of Toronto.

BEHIND the MIKE

KEITH GUNTHER, formerly with NBC, has joined WHN, New York, as assistant night manager, while Louis Cucol has been made assistant to the day operations manager of WHN, replacing Dan Rokaw who has been shifted to duties with Loew's Inc.

DON WILSON, Hollywood announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp., New York (Jell-O), is the latest radio performer to be signed by Universal for the film, "Radio Revels of 1942". Richard Haydn, English actor, known professionally in radio as Professor Carp, has been signed by 20th Century-Fox for a role in the film, "Charley's Aunt", which will star Jack Benny.

IVAN SCHOOLEY, formerly of KOA, Denver, music clearance department, has been transferred to the announcing staff replacing Martin Tobin, who resigned to free-lance. Beverly Ward has been promoted to music clearance and transcription.

JOHN BECK, formerly of the UP staff and assistant news editor of KXOK, St. Louis, has joined the CBS Hollywood news department.

CYRIL ARMBRISTER, formerly a program director of Benton & Bowles, New York, has joined the NBC production staff as director for the four NBC programs *Manhattan at Midnight*, *Lincoln Highway*, *Inner Sanctum Mysteries* and *On Your Job*.

RAY WINTERS, formerly an announcer of NBC and MBS, has joined the announcing staff of WHN, New York, replacing Bob Stevenson, resigned. Herluf Provenson, formerly of NBC, also has become a WHN announcer.

H. ARTHUR BROWN, musical director of KROD, El Paso, and conductor of the El Paso Symphony Orchestra, is the subject of an article in *Time* Magazine.

ALBERTA E. SULLIVAN, in radio for nine years as conductor of women's features and children's programs, has joined WMUR, Manchester, N. H.

JOHN ADEMY, originator of the verse program, *Nocturne*, on WCAO, Baltimore, has had some of his works published in the *Ark* and *Peabody Bulletin* magazines and the *Independent* of St. Petersburg.

ROLF KALTENBORN, radio critic and author, son of H. V. Kaltenborn, has finished conducting a special three-month course in radio at the U of Miami. He will go to Dayton, O., to arrange a series of programs for the Women's Republican Club of Ohio.

RALPH KLEIN, continuity manager of WNBC, New Britain, Conn., recently married Ruth Neigher of Springfield, Mass.

TED BLISS, formerly KHJ, Hollywood production manager, has joined KNX, that city, as producer.

PHYLLIS PARKER, New York radio writer, has moved to Hollywood.

BOB GREENE, formerly WSPD, Toledo, announcer, has joined KFWB, Hollywood.

BILL GOODWIN, Hollywood announcer of the weekly CBS *Blondie* program sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a role in the Columbia Pictures series by the same title.

MORT JAEMPEL, news commentator of WSOO, Sault Ste. Marie, Mich., is to marry Louise Paley of New York June 1.

Shields in Army

Mr. Shields

ASSIGNED to the medical unit of the Army is Swanson Shields, who formerly served as the news editor of WCAR, in Pontiac, Mich. He had held this post for a year prior to joining the Army. He is stationed at Camp Custer, which is located near Battle Creek, Mich.

Wedding Aired

STUDIO WEDDING ceremonies were broadcast on KGNF, North Platte, Neb., when Robert Irwin, staff announcer, married Florence Staas of Freeport, Ill., April 24. Ring bearer for the couple was young Janet Eaves, whose father, KGNF Chief Engineer J. B. Eaves, and mother, were married in the same studios in January 1933.

RICH HALL, CBS Hollywood continuity writer, has written a song titled "Blue Afterglow" which was recently featured on the CBS *Moonlight Serenade* sponsored by Liggett & Meyers Tobacco Co., (Chesterfield cigarettes).

NELSON BARBEE, formerly of WJMC, Rice Lake, Wis., has joined the announcing staff of WBBM, Chicago.

JOHN E. (Ted) ROBERTSON, formerly actor and stage manager of the Jessie Bonstelle Stock Co. productions, Detroit, and for eight years on the production staff of the *Lone Ranger*, has joined the production staff of WBBM, Chicago.

WILLIAM SEYMOUR, announcer of CBS, Chicago, on April 30 married Mildred Day of Monroe, La.

FRED BEELBY, formerly of KPHO, Phoenix, has joined the announcing staff of WIRE, Indianapolis, Ind. Beelby replaced Bob Will who has been inducted into the Army Air Corps.

LOU BRING, musical director of the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., has written a new closing theme for the program, titled "I Hope, I Hope".

GENE KERN, former NBC announcer, who left radio for the stage in 1939, returned to the field, joining the announcing staff on WPEN, Philadelphia.

CHIC KELLY, news editor of KYW, Philadelphia, and Amy Bean, were married on May 3.

JOE GRADY, announcer of WHAT, Philadelphia, was elected vice-president of production and non-production of the Philadelphia branch of Broadcast Local No. 1 ACA.

ANTHONY BROWNE, of the writing staff of KGW-KEX, Portland, has been promoted to the position of continuity chief.

Roger D. Morton

ROGER D. MORTON, 25, office manager of KVOA, Tucson, Ariz., was killed May 3 when the car he was driving plunged off a mountain road north of Tucson. Funeral services were held in Tucson May 6, with burial at his former home, Mount Vernon, O. He is survived by his parents and a brother, all of Columbus, O.

Meet the LADIES

RUTH ELSON CLARK

DIRECTOR of women's activities of WSUN, St. Petersburg, charming Ruth Elson Clark has a busy time interviewing outstanding women visitors for her *Women of Our Town* program during the winter season. Also conductor of *Parent's Forum*, a child psychology feature, and *No Thank You, Just Looking*, a new angle on department store advertising, Miss Clark has built up a large feminine audience. A graduate of Columbia U, she was previously connected with Tom Fizdale Inc., New York publicity firm and with WWNC, Asheville, N. C.

De Russy to KDKA

JOHN S. De RUSSY, of the NBC sales staff in New York, has been named sales manager of KDKA, Pittsburgh, succeeding William E. Jackson, who was recently appointed sales manager of Westinhouse Radio Stations Inc., in Philadelphia. "Jack" De Russy is a native of New Brunswick, N. J., and attended Brown U, class of 1929. After leaving college he became a reporter on the *Newark Evening News*. Three years later he went to Philadelphia as branch manager of Scovil Bros., New York financial adv. agency. He later served in the advertising departments of three Philadelphia papers, *The Evening Bulletin*, the *Inquirer* and the *Record*. In 1939 he joined the sales staff of KYW, that city, where he remained a year-and-a-half. He went to the NBC spot and sales department in New York in June, 1940.

Mr. De Russy

Wallace Joins CBS School

HENRY A. WALLACE, vice-president of the United States, has joined the newly-formed Pan-American Council of CBS' *School of the Air of the Americas*, as announced by Sterling Fisher, CBS director of education, and chairman of the Council.

RADIO Coverage Reports, due to business increases, is moving to larger quarters at the same address, 18 East 48th St., New York City.

WLAG, in LaGrange, Ga. Makes Its Formal Debut

THE NEW WLAG, LaGrange, Ga., made its formal debut April 30 with a special 4½-hour dedicatory program which featured a salute from the nearby WDAK, West Point, Ga. Attending the inaugural in the studios in the *Daily News* Bldg. were leading local civic officials and several members of the Georgia Assn. of Broadcasters.

WLAG was authorized last Nov. 4 to the LaGrange Broadcasting Co. and operates with 250 watts on 1240 kc. Station is 33 1/3% owned by Roy C. Swank, publisher of the *LaGrange News*, 16 2/3% by Arthur Lucas, Georgia theater owner and part owner of WRDW and WMOG, 16 2/3% by William K. Jenkins, partner of Mr. Lucas; 33 1/3% by the Fuller Callaway Foundation of LaGrange.

Manager is 23-year-old Edwin Mullinax, formerly of WHMA, Anniston, Ala. Program director is John Bogess, previously of WMSL, Decatur, Ala., and Bob Davidson, from WHUB, Cookeville, Tenn., is chief announcer. Engineering staff consists of James Hudson, formerly of WSIX, Nashville, Tenn., chief engineer, and Russell Powell, from WBHP, Huntsville, Ala., as assistant chief engineer.

A Gates-Amercian transmitter and a Wincharger radiator are being used, with UP news.

KMPC Appointments

ROBERT O. REYNOLDS, recently appointed manager of KMPC, Beverly Hills, Cal., announces the following personnel changes effective immediately: Clete Roberts, news editor, has been made coordinator of all program activity, with Lou Huston, announcer-continuity editor, elevated to production manager. William Conrad, producer, replaces Huston as continuity editor. Paul Masterson, formerly of KOY, Phoenix, joined the station as announcer. Jeanette Spiegelman is in charge of music clearance, having taken over the recorded program and library service. Fred Henry continues as associated news editor of the station, with Walter Davison, commercial manager.

Amos 'n' Andy Sued

CHARLES CORRELL and Freeman Gosden (Amos 'n' Andy), sponsored on 61 CBS stations by Campbell Soup Co., have been named defendants in a $50,000 damage suit filed in Los Angeles Superior Court by Basil Travnekoff, writer. Also defendants are NBC and several John Does. Plaintiff, also known as William Trow, says he and a former associate, John P. Hearne, in 1934-35 created a dramatic series, *Stop & Swap Shop*. Material was broadcast over KHJ, Los Angeles, and KMTR, Hollywood, it was set forth. It further charges that in March 1938, defendants pirated and broadcast the dialogue on NBC, disrupting plans to produce a motion picture.

Mrs. Ramona R. Bergere

MRS. RAMONA R. BERGERE, 40, writer-actress, and former wife if Cliff Bergere, racing driver, died at Glendale, Cal., April 26, following a short illness. Under the professional name of Ramona Sharp, she played in silent pictures, later turning to radio.

BOTH NBC-Red and Blue Networks and CBS arranged special programs in observance of Inter-American and National Music Week, May 4-11.

WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

Vol. 1 — No. 4 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

PIONEER RADIO NEWS POLICY HOLDS AUDIENCE FOR YOUR MESSAGE ON WOW

WOW Takes Listeners to National Cornhusking Contest

34 Weekly Newscasts Styled To Suit Listeners In This Area

Guided by a strict policy designed to give listeners complete local, national and international news, the WOW news department has built a tremendous audience rated at 700,330 radio homes.

Thirty-four regular 15-minute news casts weekly, plus frequent special events broadcasts of news interest, keeps sets in this area tuned to WOW.

WOW's news department, created in 1935, was one of the first full-time radio news departments of any independent station. Today it employs 11 people, has full United Press service, direct wire to fire and police departments, and a short wave receiver constantly tuned to Department of Commerce Airways radio, as well as 9 private telephone lines.

News for Those Who Hear It

Striving for news designed for listeners—not readers—News Editor Foster May and three assistants rewrite every word of news that comes over the wire. Re-write men follow a special WOW style carefully developed over a period of years for the purpose of hitting high interest points for listeners of the Omaha-Great Plains market. WOW news reaches Omaha city listeners four hours quicker than newspapers, and country listeners as much as 18 hours quicker.

Fixed Audience Stays Tuned to WOW

To the radio time buyers, this exceptional and popular news service means one thing—a constant, loyal audience for your advertising message . . . an audience that tunes to WOW and stays tuned.

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. · 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

MOBILE UNIT TRAVELS FAR AND WIDE TO BRING LISTENERS NEWS WHILE IT IS HAPPENING

"You never know where he'll be next." That's what midwesterners tell you about Foster May, their favorite newscaster and chief of the WOW special events department.

When the time for any one of his many daily appearances on the air rolls around, he's just as likely to be several hundred miles from home describing an important event, as he is likely to be in his studio.

Listeners have heard him describe a running gun battle with escaped convicts — even heard one of the fugitives surrender to May when he accidentally stumbled on him in a farm building. At many a spectacular fire, Foster May's mike line has run parallel to the firemen's hose.

Within the six years he has directed this unusual news and special events department, May has made newscasts from both the Atlantic and Pacific Coasts, Canada, Florida and Old Mexico — even from the heart of the Arizona desert. This department made the first broadcast direct from the National Cornhusking Contest despite attempts of the National Cornhusking Association to prevent the broadcast by having May arrested. Other events have been broadcast from every sizeable community in Nebraska, Southern South Dakota and Western Iowa.

On-the-Scene Fire Description Thrills WOW Listeners

Tank Crew Talks to WOW Listeners

WOW Mobile Unit Covers Flood
(Flood Nearly Covered WOW Mobile Unit)

Seasoned Sportscaster Brings Celebrities to WOW Listeners

Catching and interviewing sports celebrities for WOW listeners is the long suit of Tom Dailey, WOW sportscaster. He has just completed a series of 18 transcribed interviews with the leading baseball figures of 1941. Unusual features like this win a large audience for WOW at all times of the day.

May and Dailey Broadcast from Pacific Coast

New Network Regulations Promulgated by the FCC

With Salient Excerpts from Majority's Report Pertaining to Each

EXCLUSIVE AFFILIATION

Regulation 3.101 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization. [The term "network organization," as used herein, includes national and regional network organizations.]

* * *

Licensee Allowed to Broadcast Programs of Only One Network

NBC and CBS, by contractual arrangements with their affiliates, prevent the great majority of them from broadcasting programs of any other national network. This restriction hinders the development of other national networks. The evidence is convincing that the purpose, as well as the effect, of exclusive affiliation, is to prevent the growth of other national networks.

Since its first contract in 1927, CBS has had an exclusive affiliation clause designed to obstruct what it calls "wildcat networks". NBC, however, did not adopt its exclusivity clause until 1936, after certain of its affiliates had begun to broadcast Mutual programs. . . .

But whatever the purpose of the exclusory clause, there is no doubt as to its effect. At the present time there are 45 cities with a population of more than 50,000 served by NBC or CBS or both to which Mutual cannot obtain any access whatever. In over 20 more, including Cleveland, Indianapolis, Houston, Birmingham, Providence, Des Moines, Albany, Charlotte, and Harrisburg, it can obtain only limited access to facilities. The difficulties facing a new network under these circumstances would be well-nigh insurmountable.

Limits Number of Networks

Of the 92 cities of more than 100,000 population, less than 50 have 3 or more full time stations, even including locals, and less than 30 have 4 or more. Since a national network must have outlets in the more important markets of the country, it is readily apparent that exclusive network affiliation contracts severely limit the number of national networks which may do business.

But figures on the limited number of stations outside the NBC and CBS domain do not fully show the extent of their present dominance. NBC and CBS have, by their exclusive contracts, tied up the largest stations in the most desirable markets. This is evidenced by the fact that of the 30 clear-channel stations in 1938, there were 28 licensed to or affiliated with NBC or CBS; and this dominance of the clear channels is typical of NBC and CBS dominance with respect to high-power regional stations as well. Thus even where stations are available to a new network, they are, with few exceptions, locals or low-power regionals not able to compete effectively with the superior stations under exclusive contract to NBC and CBS.

As previously noted, there are natural obstacles making the formation and operation of a new network difficult enough at best; the existence and enforcement of exclusive contracts make it practically impossible. Obstacles should not thus be heaped one upon the other. Exclusive contracts, which foreclose the possibility of new networks, deprive the public of improvement in station program content which could reasonably be expected to flow from competition by new national networks.

Stations Can't Select

In the many areas where all stations are under exclusive contract to NBC or CBS, the public is deprived of the opportunity to hear Mutual programs. Restraints having this effect are to be condemned as contrary to the public interest irrespective of whether it be assumed that Mutual programs are of equal, superior, or inferior quality. The important consideration is that station licensees are denied freedom to choose the programs which they believe best suited to their needs; in this manner the duty of a station licensee to operate in the public interest is defeated. The Mutual programs which the stations would broadcast if permitted freedom of choice are, in these areas, withheld from the listening public. In addition, the very fact that Mutual is denied access to important markets immeasurably restricts its ability to grow and to improve program quality.

Not only is regular Mutual program service banned from large areas, but even individual programs of unusual interest are kept off the air. A concrete example of the manner in which exclusivity clauses operate against the public interest may be seen in the broadcasting of the World Series baseball games of October, 1939. Mutual obtained exclusive privileges from the baseball authorities for the broadcasting of the series with the Gillette Co. as commercial sponsor. Thereupon it attempted to obtain time from various stations, including stations which were then under exclusive contract to NBC and CBS. CBS and NBC immediately called upon their outlet stations to respect the exclusive provisions of their contracts. Disregard of this reminder would have jeopardized a station's rights under the contracts. This prevented certain licensees from accepting a program for which they believed there was public demand and which they thought would be in the public interest. It also deprived the advertiser of network advertising service in some areas, and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. As a result, thousands of potential listeners failed to hear the World Series of 1939.

Audiences Follow Programs

Only strong and compelling reasons would justify contractual arrangements which have the results we have described. We turn, therefore, to a consideration of the arguments proffered by NBC and CBS in support of their contention that the exclusivity clauses are necessary to the proper operation of network broadcasting.

NBC seeks to justify exclusivity on the ground that it eliminates "confusion" on the part of the radio audience concerning the affiliation of any particular station and enables the listening audience to know where to turn for the programs of any given network. But it is a well-known fact that audiences are keenly aware of the quality and merit of particular programs and follow their favorite programs from station to station. Numerous ratings of programs show that the power of programs to attract listeners varies widely among programs broadcast over the same station. Indeed, the whole effort to improve programs by spending large sums on talent and material is founded upon the theory that good programs attract large audiences. . . .

A second argument advanced by NBC to justify exclusivity is that network broadcasting is a joint venture in which NBC spends large sums on sustaining programs to build up goodwill for station and network alike. It is urged that it would be unfair to NBC for an affiliated station, by disposing of its time to another network, to trade on the goodwill which has been built up through the broadcasting of NBC programs, and that it would remove the incentive for furnishing good sustaining programs to its affiliates.

For various reasons this line of argument also fails to persuade. If we assume that NBC's incentive for supplying good sustaining programs to its affiliates is its desire to build up a listening audience for NBC commercial programs, this does not aid its argument. For this would only give NBC a legitimate interest in seeing that the station did not broadcast poor programs during its non-NBC time. It is hardly to be presumed and, indeed NBC does not contend, that a station given free rein would choose a program from another network less attractive than the program which would otherwise have been broadcast.

No Deterioration Foreseen

The evidence introduced at the committee hearings leads to the conclusion that the elimination of exclusivity will not bring any deterioration in the overall quality of network sustaining programs. Indeed, as an historical matter, NBC supplied its affiliates with sustaining programs for some 10 years before it adopted exclusivity. No attempt was made to show that the introduction of exclusivity improved in any way the quality of the sustaining programs furnished by NBC to its outlets. . . .

We are driven to the conclusion that the real purpose and function of NBC'c exclusivity is to prevent competing networks from making any use of the audiences of its affiliates. But those audiences are not NBC's to use or withhold as it sees fit, even though NBC claims that they were attracted in part by

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Network - Station

Relationships Under New Rules

(As Stated by FCC in Its Majority Network-Monopoly Report)

THIS REPORT is based upon the premise that the network system plays a vital role in radio broadcasting and has brought great benefits to it. We have carefully drawn our regulations so as not to interfere with any of the three major functions which a network performs—the sale of time to advertisers; the production of programs, both commercial and sustaining; and the distribution of programs to stations.

Under the regulations herein set forth, a network will still be able to enter into regular affiliation contracts. A station will still be able to hold itself out as the regular affiliate of a given network.

A network can still sell the use of its facilities to advertisers in accordance with published rate schedules in much the same manner as it now does. The fact that networks must ascertain whether each station has a specific period uncommitted before entering into a firm contract for that period need not unduly hinder their selling activities. The network can and undoubtedly will require that all stations intending to broadcast its programs keep it currently informed of all station commitments.

The networks' right to produce programs is wholly unaffected. Their right to distribute programs is vastly enlarged, for hereafter any network will be free to distribute programs to any station.

Similarly, networks will be free to offer program service to stations regularly affiliated with them throughout any or all of the hours of the broadcast day. We do not see that the public interest requires, and nothing in our regulations necessitates or suggests, that stations shift hourly from network to network. We are concerned rather with insuring that, at reasonable intervals, a station will be free to change its regular network affiliation, and, as occasion requires, to broadcast the programs of networks with which it is not regularly affiliated, and to exercise independent judgment in rejecting or refusing network programs. To the extent that the networks' present status rests upon excellence of service rather than coercive power, it will remain substantially unaffected.

virtue of its sustaining programs. The licensee must remain free to use its time and facilities, when they are not being utilized by NBC, in any way that it sees fit in the public interest. No station should be permitted to enter into an exclusive agreement which prevents it from offering the public outstanding programs of any other network or hinders the entrance of a newcomer in the field of network broadcasting. . . .

CBS and Exclusivity

Obviously, CBS's exclusivity clause, assertedly designed to prevent "wildcat" networks, would as effectively preclude the competition of responsible networks. Indeed, CBS has a far greater stake in precluding the establishment of responsible networks which could offer real and continued competition to it than it has in barring the door to newcomers lacking in reliability. Their deficiency in this respect would bring their quick exit.

It is interesting to note that in another connection, in arguing that the rate of return upon its invested capital was not too high, CBS took a very different position on the importance of capital in network broadcasting. The brief states: "Broadcasting, as any other advertising enterprise, is a service business, the value of which is not dependent upon or determined by the value of the tangible assets devoted to the business."

The president of CBS also testified that there was no reason for organizing another network because a new network could not do any better than CBS was doing. . . .

This attempted justification of exclusivity, however, fails to take into account the function of competition in our economy. CBS programs may be good; they are not perfect. CBS has not been granted an exclusive franchise to engage in network broadcasting; it has no right to exclude others from the field on the ground that it is already furnishing adequate service to the public, or on any other ground. Competition is in the public interest not because the particular service offered by a new unit is better than the existing service, but because competition is the incentive for both the old and new to develop better services.

Tie Up the Best Outlets

Both large network organizations also contend that, were it not for exclusivity, the station in each community with the best coverage would get all the superior programs; the less favored stations would get only the leftovers. As a result, they argue, existing inequalities in facilities would be accentuated and effective competition by the small stations rendered impossible. This solicitude for the smaller station is not easy to reconcile with the NBC and CBS policy of tying up the best possible stations in a city and refusing their programs to the smaller stations. The contention comes with little grace, too, from network organizations whose restrictive practices have tended to prevent the rise of new networks which might supply these less favored stations with programs.

Nor do we believe that the elimination of exclusivity will have the predicted results. On the contrary, its elimination should lead to an increased number of networks and, consequently, a larger supply of available network programs and a wider latitude for all stations in obtaining network programs. Then, too, there should be a gain in quality as well as quantity as a result of increased competition among networks for the time of outlet stations. Not only the more powerful stations, but those with less desirable facilities, and the public as well, will benefit.

From a practical standpoint, this contention by the networks overlooks the highly important matter of cost of time. The large stations in each city cannot monopolize the best commercial programs unless the advertising sponsors are willing to pay the higher rates charged by such stations. A great variety of factors will affect the sponsors' decisions on this matter. To be sure, if a sponsor desires effective coverage of all his best markets on a national scale, he will not be content with a network of low-power stations; as we have seen, the fact that NBC and CBS have tied up the best facilities in every important market has been the main obstacle to other networks. But in determinating precisely how many high-powered stations should be purchased, each sponsor will want to consider, in the light of his radio advertising budget, such matters as the geographical location of each station in relation to his merchandising problem, its ratio of urban, suburban, and rural listeners, the income status of its audience, and numerous other such matters. Facilities highly desirable for one advertiser may be wasteful for others. . . .

Effect on Public Service

Perhaps, in some cases, an advertiser will be willing to pay the additional amounts required to secure an unusual number of large stations for his program. But it is also likely that, in other cases advertisers will seek to lower their costs by using fewer high-powered stations. The elimination of exclusivity, accordingly, seems likely to introduce a greater amount of flexibility into the situation by giving advertisers a wide range of choice with respect to rates and coverage.

Finally, if the dominant stations should take commercial programs during the more desirable broadcasting hours to the exclusion of public service programs, they would undermine their own position. Degeneration in the quality and variety of their programs might cause them to lose listeners, and bring about a weakening of their competitive commercial situation. Furthermore, stations enjoying the benefits of a public license have an obligation to render the public its due in the form of the best program service that the capital and intelligence of the licensee permits. This obligation is particularly clear where the license authorizes the use of high power, with the concomitant benefits of coverage, opportunity for profit, and exclusion of others from the spectrum. Accordingly, such tactics would render the dominant stations vulnerable to applications for their facilities by other stations or persons willing to furnish a better-rounded service.

Disadvantages Outweigh

Our conclusion is that the disadvantages resulting from these exclusive arrangements far outweigh any advantages. A licensee station does not operate in the public interest when it enters into exclusive arrangements which prevent it from giving the public the best service of which it is capable, and which, by closing the door of opportunity in the network field, adversely affect the program structure of the entire industry.

STATEMENT BY CBS PRESIDENT PALEY ON FCC MONOPOLY REPORT

WILLIAM S. PALEY, CBS president, made the following statement concerning the FCC monopoly report:

"About three weeks ago President Roosevelt appointed Mark Ethridge, of Louisville, to make for him a study of the whole field of radio broadcasting, pointing out that he, the President, recognized that the principal function of the government was to determine who should operate the limited number of transmitters and asking Mr. Ethridge to make recommendations as to how to keep radio free, prevent monopoly of ownership or operation, and how best to utilize radio in the public interest.

"Mr. Ethridge's appointment came at a time when broadcasters throughout the country were disquieted at the increasingly hostile attitude shown by a majority of the Commission toward the industry and particularly toward the principal networks, with the air full of rumors that the Commission's monopoly report would be destructive.

Would Torpedo Radio First

"The appointment of Mr. Ethridge was welcomed by the industry because of his broad experience in both broadcasting and newspaper publishing, and because the appointment was interpreted as evidence that the President, who has fostered broadcasting throughout his years in the White House, had not suddenly switched to advocacy of a wrecking operation and was willing open-mindedly to weigh all the facts before any effort was made to tamper with the existing structure.

"Hardly was Mr. Ethridge embarked upon his presidential mission when the Commission launches a report backed up by regulations calculated to torpedo the existing broadcasting structure and apparently defiant of the orderly process proposed by the President and defiant as well of the very limited powers conferred upon the Commission by the Congress.

"While crediting the Commission with cleverness in cloaking the inevitable results of its proposed action in language designed to make the public believe it is promoting what it is actually destroying, I feel it to be a public duty as head of one of the major networks to warn out of the depth of long experience and study that if the Commission succeeds in the venture it now launches, networks will become mere catch-as-catch-can, fly-by-night sellers of programs. Performance and stability will have departed from the industry and incentive to public service will have been removed from the broadcasting the American people knows and likes. Worst of all, the first paralyzing blow will have been struck at freedom of the air, because a Commission which can exercise such drastic powers without even going to the Congress for authority to exercise them, will have reduced the networks and stations of America to impotent vassals, able to survive only so long as they please the regulatory authority.

Rammed Down Throats

"Ramming what the Commission calls 'a Magna Charta' down the throats of the affiliates of the major networks is really taking away from them that freedom of independent lawful action without which radio itself cannot remain free. This is true even though there may be opportunistic elements in the industry who will see in a sudden upset of the whole broadcasting structure a chance to gain temporary commercial advantage.

"The fact that the Commission has proposed to go so far, and that it openly threatens government ownership or common carrier regulation if it is thwarted in its purpose, is evidence enough that the American people should be alarmed and on the alert.

"If these are strong words, they are measured ones. Competition in broadcasting exists now; its principal limitation is imposed by the physical limitation upon existing facilities. To make a fetish of competition to the extent the Commission proposes makes as much sense to me as if one were to argue that freedom of the press cannot exist unless one national magazine is allowed to sell advertising in the columns of another.

FCC Ignores the Evidence

"This argument is absurd. If the one making it were to add that his real purpose was to strengthen and improve the national magazines as a whole, his sincerity would come into question.

"The Commission in its report and proposed actions persistently ignores the evidence. It disregards the remarkable progress of radio, the absence of substantial complaint and it insists upon considering the whole question of monopoly without giving the slightest weight to the fact that the networks and the stations of America are publicly committed to a policy of freedom and fairness of the air, devoid of any editorial bias whatsoever.

"I do not believe that either the President or the Congress will countenance what the Commission seeks to do".

Network Allowed to Send Programs to Only One Station

Regulation 3.102 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization.

* * *

HITHERTO we have dealt only with exclusivity of affiliation which obligates an outlet to broadcast the programs of only one national network. The correlative of this exclusivity is territorial exclusivity, whereby the network agrees not to transmit its programs to any other station in the "territory" of an existing affiliate.

The NBC vice president in charge of station relations testified . . . that about the same principles apply to territorial exclusivity as to exclusivity of affiliation . . . NBC had granted territorial exclusivity as a matter of contract right in only a few cases . . . CBS, on the other hand, regards fidelity of the network to the station more rigorously. In the very provision of its affiliation contract which makes its affiliates' exclusive CBS outlets, the affiliate is granted protection against the competition of CBS programs from other stations. . . .

Mutual grants its associated stations territorial exclusivity. At the time of the committeee hearings, five organizations, including the Don Lee regional network, were given this protection against competition in their affiliation contracts; and, as a matter of practice, Mutual affords similar protection to its other outlets.

Programs Are Excluded

The question of territorial exclusivity is an important one because, among other reasons, network affiliates take only some of the programs offered them by the networks. With few exceptions, stations may select freely from among the sustaining programs of their respective networks those that they want to broadcast and reject the others. An affiliate may reject a sustaining program because of its quality, or because it does not fit the program structure for a given day, or for any reason whatsoever. The affiliate's right to reject network sustaining programs is not restricted in the same way as its right to reject network commercial programs.

Territorial exclusivity arrangements are important from the point of view of over-all program structure. To be sure, usually it would be wasteful duplication of service for a network simultaneously to send identical programs to stations whose service areas approximately coincide. If the only effect of territorial exclusivity were to prevent duplication, no fault could be found. But exclusivity goes much further; it protects the affiliate from the competition of another station in the same area which may wish to use network programs not carried by the affiliate.

Under territorial exclusivity, programs rejected by affiliates, sustaining or commercial, may not be offered by the network to other stations in the service area of the affiliate which rejects the program. An example of the adverse effect this may have upon the public is given in a brief filed Aug. 7, 1940, by station WBNY at Buffalo, N. Y. WBNY related that Mutual outlets in Buffalo rejected a sustaining program series known as *The American Forum of the Air*, but that its efforts to obtain this program were futile. Consequently, this worth-while program was not broadcast to the Buffalo area despite the desire of WBNY to carry it.

It is not in the public interest for the listening audience in an area to be deprived of network programs not carried by one station where other stations in that area are ready and willing to broadcast the programs. It is as much against the public interest for a network affiliate to enter into a contractual arrangement which prevents another station from carrying a network program as it would be for it to drown out that program by electrical interference. . . .

* * *

Applied to Regional Nets

EXAMINATION of the record herein indicates that the practices of national networks subjected to criticism by us are followed by certain regional networks.

We recognize that the regional networks are in a state of more rapid flux than the national networks; and that new regional networks have arisen since the committee hearings were held. Accordingly, we will carefully consider, in particular instances, any showing that the application of the regulations herein adopted to a station affiliated with a regional network will reduce rather than increase its ability to operate in the public interest.

Regional networks fall into two classes—purely regional networks, and nationally affiliated regional networks which act as conduits for national network programs. The record indicates that the conditions which will be affected by the regulations contained in this report are more common among nationally affiliated regional networks than among regional networks not so affiliated.

Some regional network affiliation contracts contain exculsivity clauses preventing stations from carrying any network programs, regional or national, not sent through the regional network. Some contain clauses which prevent regional networks from sending programs to other stations in areas served by their affiliates; this clause is effective even though the affiliate rejects the network program. Some regional networks have options on substantially all the time of their affiliates; and some stations affiliated with regional networks have signed away their right to reject network commercial programs offered during optioned hours, save only for the usual proviso concerning programs the broadcasting of which would violate the "public interest" provision of the Communications Act. At least one regional network's standard affiliation contract provides that the network may proportionately reduce the compensation of any station which sells time to advertisers at less than the rate which the network charges for that station; thus, the stations are prevented from competing freely with the network for advertisers. Another regional network's contracts are binding upon its affiliates for 5 years, though on the network for only 1.

Same Rules Apply

Restrictive contracts and the other practices with which these regulations are concerned restrain competition and operate against the public interest whether the network concerned is national, nationally affiliated regional, or purely regional. True, the national network restraints loom larger; but this should not and does not bind us to the need for terminating or forestalling similar restraints whose only distinguishing characteristic is that they are of local or regional rather than national scope. With respect to a given station, a given community, or a given region, a restrictive contract between a station and a regional network, or ownership of many stations by a regional network, may operate to foster a local monopoly and to impair station operation in the public interest just as effec-

STATEMENT BY NILES TRAMMELL, PRESIDENT OF NBC

NILES TRAMMELL, president of NBC, on May 4 issued the following statement on the network regulations made public in Washington by the FCC:

"The NBC is making a detailed study of the regulations issued by the FCC on May 3, together with the 139-page report on 'chain broadcasting.' Even a casual reading of the regulations set forth in the report adopted by a majority of the Commission is enough to indicate that chaos, not further competition, would result from the blow aimed at the American System of Broadcasting.

"The regulations governing the operations of network broadcasting in the United States, announced yesterday by the FCC, is a definite step toward complete Government control of radio in this country, and whether intended or not, would ultimately destroy the freedom of the air.

New Bureaucratic Grip

"Under the claim of fostering competition, the FCC has promulgated regulations that destroy any opportunity for sustained relationship between network program producers and the independent stations comprising the networks. Such relationship has been the basis for the growth and extraordinary progress of broadcasting in the United States.

"The new regulations issued by the Commission, in my opinion, make certain a confusion that must lead to a further beaureaucratic grip upon the freedom of the air.

"The latest action of the Commission is all the more extraordinary when considered against the fact that the majority report admits that 'the network system has brought great benefits' to broadcasting, while the minority report states that 'it has provided the public with the best broadcasting system in the world'.

"I do not purport to know why such a bombshell should be exploded at this critical time in the life of our country, when the fullest use of the nation's radio facilities is demanded.

Without Consulting Congress

"I do not believe that Congress, in passing the Communications Act of 1934, ever contemplated that the FCC would attempt to remake the American System of Broadcasting without even consulting the Congress. In this connection, the minority members of the Commission, in their dissenting public report, have stated that it is 'no exaggeration to predict that the decision of the majority, instead of resulting in free competition, would more likely create anarchy, or a kind of business chaos in which the service to the public would suffer.'

"The questions as to whether the NBC should or should not operate two network services, own a few of the stations included in these networks, or whether certain provisions in contracts with independent stations should be changed, are less important than the fundamental position adopted by the majority of the FCC. This appears to be that those who have pioneered in broadcasting, who have created the most efficient facilities, and have developed a program structure considered the best in the world, should be penalized because of the superior services they have created and the greater number of listeners which they serve.

90 Days to Drop Blue

"The NBC operates two network services—the Red and the Blue. It has operated these networks continuously for almost 15 years. They were the pioneer networks of the country and were established in order to provide the public with a choice of programs of a national character. Year after year, the Commission has renewed the licenses of independent stations affiliated with the NBC's networks in recognition of the fact that the stations performed a service in the public interest.

"Now the NBC is suddenly given 90 days to make a forced sale or to destroy what took 15 years to develop. To meet the new regulations of the Commission, the NBC may be forced to sacrifice such outstanding programs as the *Town Meeting of the Air*, Toscanini Symphony Concerts, *Farm and Home Hour*, *NBC Music Appreciation Hour*, Metropolitan Opera, and outstanding religious and educational programs.

"The NBC has never held that improvements were not possible, nor has it ever stopped making them. It has never held that the industry should not be subject to the regulations intended by Congress. But the revolutionary changes announced by the Commission should have received the consideration and specific approval of the Congress, which created the FCC, not to make laws, but to administer them."

XUM

Three little words - six BIG meanings

"THIS IS KMBC"

To the average listener, it means the finest local program schedule on the Missouri-Kansas air—conceived, produced and broadcast by a staff of more than a hundred enthusiastic people.

"THIS IS KMBC"

To the farmer, student, housewife, it means more than thirty solid broadcast hours each week devoted to service features — farm and markets, news, education, home economics, religion, civic affairs.

"THIS IS KMBC"

To the engineer, it means technical advances in the science of radio—modern equipment, superb facilities, both for standard and FM broadcasting.

"THIS IS KMBC"

To the showman, it means the building of stars—transforming of local personalities into national big-names like The Texas Rangers, Bonnie King, Ted Malone, Caroline Ellis, and countless others.

"THIS IS KMBC"

To the broadcaster, it means leadership in industry progress—stanch adherence to the NAB Code—service in the public interest, convenience and necessity.

"THIS IS KMBC"

To the advertiser, it means the force that vitalizes the Midwest market—the power that sells and *sells.*

ALL THIS IS KMBC of Kansas City

FREE & PETERS, INC. CBS BASIC NETWORK

tively and as intensively as similar practices on a national scale. . . .

Many regional networks now operate successfully within the scope of these regulations. Some of these regional networks are in fact cooperative station enterprises, bound together by mutual interest rather than by formal contract. Others are profit enterprises binding stations to them by contract; such contracts vary all the way from those wholly permissible under the regulations to those transgressing substantially every regulation. In general, it may be said that the more powerful a network becomes, the more restrictions it is able to place upon its outlet stations. We believe that this process of increasing restrictions should be reversed, and that stations affiliated with regional networks should retain their freedom of operation in the public interest as fully as stations affiliated with national networks.

Accordingly, we find that the public interest requires the application of the regulations to stations affiliated with regional as well as national networks. In the application of these regulations to regional networks, and particularly the regulation with respect to ownership of stations, the Commission will take into consideration any factors of a local character which tend to remove them from the purposes of the regulations we are adopting.

LONG-TERM AFFILIATION CONTRACTS

Regulation 3.103 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise, for the affiliation of the station with the network organization for a period longer than one year: *Provided*, That a contract, arrangement, or understanding for a one-year period, may be entered into within 60 days prior to the commencement of such one-year period.

* * *

ANOTHER way in which the national networks obstruct the growth of new networks is by means of long-term contracts with their affiliated stations.

The standard NBC affiliation contract is for a term of 5 years with the right granted to NBC, but not to the station, to terminate the contract upon a year's notice. The record in this proceeding shows that the purpose of the 5-year term is to prevent the affiliates from becoming affiliated with another national network. Perhaps the most conclusive evidence is the fact that the term of the NBC contracts was changed from 1 year to 5 in 1936, soon after Mutual was launched. According to the NBC vice-president in charge of stations relations, NBC adopted the 5-year plan because competitors were taking away its stations and NBC wanted to keep its network intact. . . .

Furthermore, the change that occurred in 1936 affected only the obligation of the station, but not that of NBC. NBC retained the right, upon 12 months' notice, to terminate the contract with or without cause. NBC's contractual obligation was thus limited to a single year. There was no effort to stabilize the network-affiliate relationship on a 5-year basis. The new contract was clearly an effort to tie up the station for 5 years, if the network wanted to utilize it that long. . . .

The term of the standard CBS affiliation contract, like that of the NBC contract, is for 5 years. CBS, but not the station, may terminate it upon 1 year's notice. . . .

Prevent Competition

The long-term contracts of CBS and NBC were intended to, and do, prevent any real competition in the network-station market. The public is thus deprived not only of the advantages that might flow from the establishment and development of new networks, but it also loses the benefits of competition between existing networks for the better outlets.

Regardless of any changes that may occur in the economic, political, or social life of the nation or of the community in which the station is located, CBS and NBC affiliates are bound by contract to continue broadcasting the network programs of only one network for 5 years. The licensee is so bound even though the policy and caliber of programs of the network may deteriorate greatly. The future necessities of the station and of the community are not considered. The station licensee is unable to follow his conception of the public interest until the end of the 5-year contract.

The option of CBS and NBC to terminate the contract upon a year's notice, without a correlative option in the affiliate, gives the network the whip hand over the outlet. Such an arrangement is lacking in mutuality.

In general, Mutual's contracts with its affiliated stations permit both parties to cancel their affiliations after the first year, upon a year's notice. The contracts between Mutual and its seven stockholders, however, are for a 5-year period, but give to those stockholders, rather than Mutual, the privilege of cancelation upon a year's notice at any time after the first 2 years.

Prevent New Networks

We conclude that long-term network affiliation contracts remove the choice outlets from the network-station market and thus prevent the establishment and development of new networks; that, under such contracts, stations become parties to arrangements which deprive the public of the improved service it might otherwise derive from competition in the network field; and that a station is not operating in the public interest when it so limits its freedom of action.

We are supported in this view by the fact that Congress has foreclosed vested rights in the field of radio broadcasting. Congress also provided that no radio station should be licensed for more than 3 years; licenses issued by the Commission in fact run for only 1 year. While the network-outlet contract is necessarily contingent upon the Commission's granting license renewals, we nevertheless conclude that, as a matter of policy, no radio station should even partially or contingently bind over its facility to a network for as long a period as 5 years.

With respect to the maximum term of the contract, no showing has been made that there is any business need for an affiliation contract longer than 1 year. On the contrary, competition will be strengthened if opportunity is provided for annual readjustments on the basis of comparative showings of networks and stations. We conclude, therefore, that station licensees will best serve the public interest if they refrain from entering into such contracts for periods in excess of 1 year and hold themselves free to negotiate with networks annually.

STATEMENT BY SAMUEL R. ROSENBAUM

President, WFIL, Philadelphia

President, Independent Radio Network Affiliates

The Blue Network affiliation contract of WFIL with the NBC has been of great advantage to our listening public, and therefore to us. We can benefit only from that which benefits our listeners.

The American system of network broadcasting has been built up on the added benefits and service it has enabled the local station to bring to its local audience.

The network contract opens for the station and its listeners a window that lets in the whole world.

Over the Blue Network wires we have received and given our listeners such program as the Toscanini Symphony, the Metropolitan Opera, the addresses of President Roosevelt and other world leaders, the Damrosch music appreciation classes, the Lowell Thomas and other news periods, the *Breakfast Club* and other variety shows and most of the leading speakers, artists, entertainers, quiz-programs and dance bands of the country and the world.

Listener Must Be Served

The public-service portion of this schedule is made possible by the revenue derived from advertisers, but it is the listeners who must be served. Unless the programs and the schedule attract listeners they fail.

The network can give the advertiser nothing but listeners. It requires unceasing artistry, ingenuity, enterprise and building up of confidence to hold them. Each network strives through its local station in each community to win that confidence and establish the identity which every business knows is goodwill.

Separation of the Blue Network from the NBC seems a drastic punishment of its affiliates for the service they have rendered the public. It might be justified if the public receives compensating advantages. The public interest is paramount and no private interest can stand in its way.

However, the report of the Commission's order sounds as if its effect would be to break down not only the Blue Network but the entire structure of American network broadcasting as we know it.

The prohibitions placed on the dealings between affiliates and networks look at first glance like a death-blow to the Red Network and the Columbia Network as well.

The Commission's final order will be studied with an open mind. If its effects will benefit the public, the stations will benefit. However, if it deprives the industry of incentive to maintain the system of network broadcasting which up to now has built American radio into the finest in the world it is hard to believe the public will be the gainer.

NETWORK OPTIONAL TIME

Regulation 3.104 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders the station from scheduling programs before the network finally agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

* * *

AT THE TIME of the committee hearings, both NBC and CBS had network optional time provisions in the affiliation contracts with their outlet stations. Mutual entered into similar arrangements with its 7 stockholders early in 1940, covering some 50 stations owned or operated by the stockholders or affiliated with their regional networks.

Upon 28 days' notice NBC may call upon its outlet stations to carry a commercial program during any of the hours specified as network optional time. This covered the entire broadcast day for 29 outlets of NBC in the far west and, for substantially all the rest of its affiliated stations, 8½ specified hours on week days and 8 specified hours on Sundays. Three and a half evening hours are included each day, and 4 evening hours on Sunday. The evening hours between 8 and 11, which are included within the NBC option, are the most profitable and valuable of the broadcast day.

In spite of the fact that it optioned such substantial periods of time, in 1938 NBC used for network commercial programs only 58.1% of the optioned time of stations on the basic Red network, and only 19.4% on the basic Blue network. The percentages, of course, would be far smaller if figures for all the supplementary stations were included, because the basic stations, located in the important markets and usually available to advertisers only as a group, carry far more network commercial programs than the supplementary stations.

NBC affiliates may utilize the optioned time only subject to 28 days' notice that NBC wants that time. This limits severely their ability to sell their own time. . . .

NBC's optioning of time has an even more adverse effect upon the broadcasting of national spot commercial programs by means of transcriptions. The NBC exclusivity clause does not apply to transcriptions, but the optional-time provision does. The fact that transcription broadcasts, which fall within the periods optioned to NBC, can only be scheduled subject to a 28-

DOWN IN RICHMOND, VIRGINIA!

SELL TO THE WOMEN IN THE RICH RICHMOND RADIUS AS THE LEADING DEPT. STORES DO! MILLER & RHOADS AND THALHIMERS SELL ON

WRNL

Department stores know their local media. They must produce sales. So Richmond's two leading department stores sell on WRNL! It's the N.B.C. Blue outlet; 1,000 watts night and day; 910 on the dial. You can sell on WRNL because it rings the bell!

EDWARD PETRY & CO., Inc., National Representatives

Exclusively

Sales Management
shows Asheville
as a Preferred-
City for June . .
. with an increase
of 25% over the
sales-income status
for June, 1940.

Ranking 13th in the
nation in percent
of increase . . this
is the spot for
BUSINESS!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

day call by NBC, is a serious obstacle to obtaining sponsors for such programs. Like sponsors of other programs, they endeavor to build up regular listening audiences and this takes longer than 4 weeks. By keeping a 4-week call on the best time of its affiliates, NBC renders transcription programs a less effective competitor.

CBS and MBS Optional Time

The CBS optional-time provision restricts the outlet stations even more than does that of NBC. While NBC optional time for most of its outlets covers 8 or 8½ specified hours per day, CBS optional time covers the entire broadcast day. Upon 28 days' notice CBS may call upon its outlet stations to carry a network commercial program at any hour. This has the same restrictive effect upon other types of programs broadcast by CBS affiliates as does the NBC optional-time provision. Notwithstanding these disadvantages from the optioning by CBS of all the time of its outlets, CBS during 1938, used for commercial programs only 39% of the optioned time of its basic network stations.

Only five CBS affiliates were, as of January 1939, outlets of Mutual as well. The optioning of time by CBS restricts the broadcasting of Mutual programs over these five stations. Upon the elimination of the CBS exclusivity clause, the restrictive effect of the present optional-time provision upon the development of new networks would be apparent at once. Indeed, as a practical matter, it is not unlikely that, even if exclusivity as such were eliminated, the present network optional-time provisions would, unless likewise eliminated, perpetuate exclusivity.

STATEMENT OF HAROLD A. LAFOUNT

President, National Independent Broadcasters

IN MY JUDGMENT, the conclusions reached by the majority of the FCC on chain-monopoly of broadcasting are ill-timed.

As president of National Independent Broadcasters, I realize that, in normal times, many of our members would stand to benefit from the new radio order which the Commission's majority essays to create. On the other hand, we are in a national emergency. Radio is an important instrumentality in these tense times.

It seems to me that only utter confusion and possibly chaos would result in American radio if the drastic reforms proposed by the Commission majority were instituted within the stipulated time limitation. Moreover, there is serious question about the Commission's jurisdiction, with the minority (Commissioners Craven and Case) holding that the Commission utterly lacks the authority to do these things.

As a former member of the Federal Radio Commission (from 1927 until 1934), I often was confronted with questions of a similar nature. I had occasion to concur with my colleagues repeatedly in the view that we were without jurisdiction to regulate the business aspects of broadcasting. The Act under which the Federal Radio Commission functioned is virtually identical with that in force today. It is difficult for me to conclude that this newer Commission has any more authority over the business of broadcasting than did the predecessor Radio Commission.

In view of the conflict on the question of jurisdiction, and keeping in mind that a national emergency exists, it seems to me that the only safe course to pursue would be to seek from Congress a new mandate on the powers of the licensing authority over the broadcasting industry, networks included. Then the Commission could proceed with assurance and avoid turmoil, litigation, and, most important, what appears to be a likely deterioration of service to the American public.

Why not declare a moratorium until Congress has had the opportunity to reappraise the statute and write a new law?

From the time of its organization in 1934 until 1940, Mutual did not option any of the time of its associated stations. Early in 1940, however, Mutual entered into optional-time arrangements with its seven stockholders. These arrangements are less inclusive than those of NBC and CBS in that they cover only 3¼ to 4¼ specified hours on weekdays and 6 specified hours on Sundays and apply to only about half of the stations associated with Mutual. The contracts expressly provide that the optional time provision shall lapse if the FCC prohibits that practice or the other national networks voluntarily abandon it. . . .

Local Autonomy

A station licensee must retain sufficient freedom of action to supply the program and advertising needs of the local community. Local program service is a vital part of community life. A station should be ready, able, and willing to serve the needs of the local community by broadcasting such outstanding local events as community concerts, civic meetings, local sports events, and other programs of local consumer and social interest.

We conclude that national network time options have restricted the freedom of station licensees and hampered their efforts to broadcast local commercial programs, the programs of other national networks, and national spot transcriptions. We believe that these considerations far outweigh any supposed advantages from "stability" of network operations under time options. We find that the optioning of time by licensee stations has operated against the public interest.

The fact that NBC was able to carry on its business for 7 years without time options, and changed only when CBS began to derive a competitive advantage from its time options, as well as the somewhat similar experience of Mutual, lead us to the conclusion that time options, with their restraint upon the freedom of licensees, are not an essential part of network operations. With all the networks operating on an equal footing, the absence of optional time as it now exists will not, we believe, hamper network operations or drive advertisers to other media.

REJECTION OF NETWORK PROGRAMS

Regulation 3.105 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

* * *

WHILE station rejection of network programs is not solely a problem of competition, its close relation to optional time and its general importance as an element of network broadcasting require its consideration.

It was noted in the preceding chapter that most NBC and CBS affiliates are required to take network commercial programs unless such programs are not in the public interest. NBC even goes so far as to require that the licensee "be able to support his contention that what he had done has been more in the public interest than had he carried on the network program." Thus, the burden of proof is placed upon the licensee.

Practical difficulties confront a

Now!

5000 WATTS

FULL TIME

Thoroughly Covering the Rich
Central Louisiana Market

NBC WJBO NBC

Baton Rouge, La.

Represented Nationally by
George P. Hollingbery Company

licensee who conscientiously seeks to carry out his duty to furnish the public with the best available programs. Precise information concerning the program the network proposes to distribute is not usually furnished and is not always easy to furnish. If, in addition to this obstacle, the licensee is not allowed to reject a program unless he can prove to the satisfaction of the network that he can obtain a better program, his efforts to exercise real selection among network programs become futile gestures, and he soon proceeds to broadcast network programs as a matter of course. The limitation on the right of rejection contained in the NBC and CBS contracts removes the licensee's incentive to find out what the network program is going to be.

Licensee Must Decide

It is the station, not the network, which is licensed to serve the public interest. The licensee has the duty of determining what programs shall be broadcast over his station's facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or indirectly to an advertising agency. He cannot lawfully bind himself to accept programs in every case where he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what programs will best serve the public interest.

We conclude that a licensee is not fulfilling his obligations to operate in the public interest, and is not operating in accordance with the express requirements of the Communications Act, if he agrees to accept programs on any basis other than his own reasonable decision that the programs are satisfactory.

Even after a licensee has accepted a network commercial program series, we believe he must reserve the right to substitute programs of outstanding national or local importance. Only thus can the public be sure that a station's program service will not be controlled in the interest of network revenues.

These are principles of general application based on sections 301, 309, and 310 of the Communications Act. They apply to stations receiving programs from national networks, from regional networks, or from any other person engaged in supplying programs. The licensee himself must discharge the responsibilities imposed by the law.

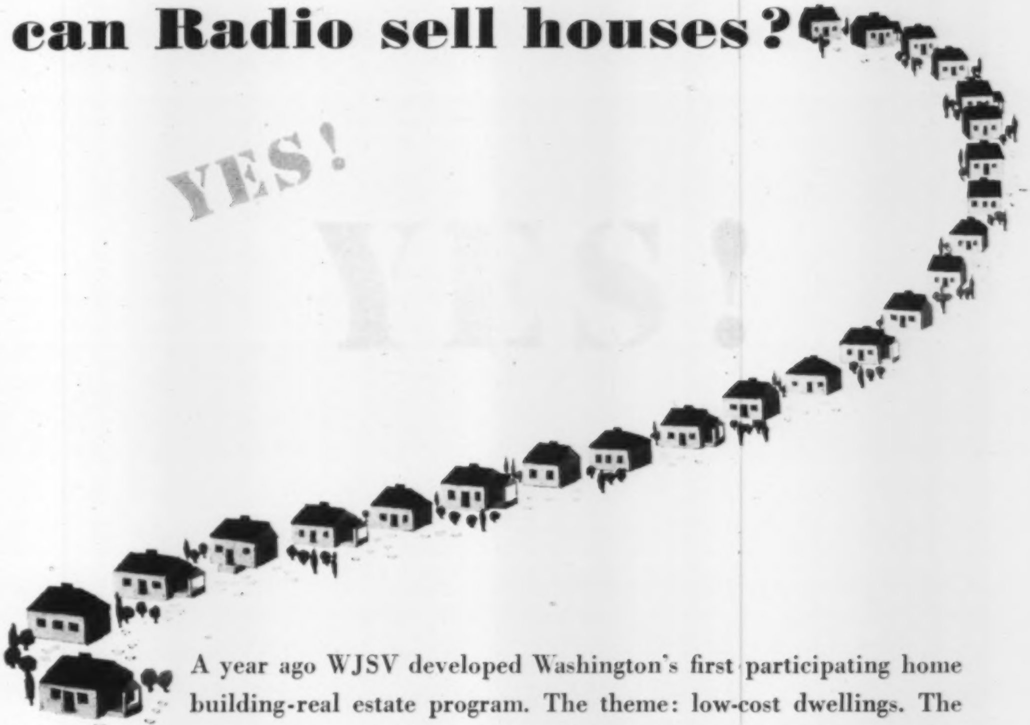
NETWORK OWNERSHIP AND OPERATION OF STATIONS

Regulation 3.106 No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing

* * *

AT THE present time, NBC is the licensee of two stations each in New York, Chicago, Washington,

can Radio sell houses?



A year ago WJSV developed Washington's first participating home building-real estate program. The theme: low-cost dwellings. The result: at least 110 *direct sales* of houses from this 1940 campaign.

From this significant pioneering WJSV has developed five *regular* quarter hours of real estate advertising—weekly Sunday features, in cooperation with Advertising Agency Vincent Tutchings Associates.

According to the Tutchings organization WJSV has been steadily *increasing direct sales* for WJSV real estate clients. ("House and Home Time" alone *sold almost a quarter million dollars of homes in first 60 days of 1941.*)

"House and Home Time" (a quarter hour show) has been exclusively the selling tool of one client since its beginning months ago. "Homes on Parade", an hour long participation limited to 15 clients, has been a sell-out almost from the first week.

WJSV, convinced of radio's usefulness in selling real estate, sold WJSV's effectiveness to Washington real estate interests . . . and of course leads all other stations in this, the Nation's wealthiest market, in commercial business of *all* types.

WJSV **Columbia's station for the Nation's Capital**

50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales with offices in New York · Chicago Detroit · St. Louis · Charlotte · Los Angeles · San Francisco

Lots o' Lines in the Water

• The way to catch fish in Texas is to wet lots of hooks. The way to catch customers is to use ENOUGH radio to get the job done. That's what smart advertisers are doing on KRRV, thus reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. For more information, write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
910 KC. 1,000 WATTS

FLASH!
WAVE
NOW
REACHES
LONDON (Ky.)!

Yep—since we upped our power to 5000 watts a few months back, it's no trouble at all to reach London, Miami and Duluth (Ky.)! But between you and us, we're not *boasting* of our coverage in these tiny towns—or *charging* for it *either!* We're still *concentrating* on the lucrative Louisville Trading Area, where our signal is stronger and clearer than ever. Would you like the whole story?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red
FREE & PETERS, INC.
National Representatives

and San Francisco, one in Denver, and one in Cleveland, or 10 stations in all. CBS is the licensee of 8 stations, one in each of the following cities: Charlotte, Minneapolis, St. Louis, Los Angeles, Chicago, Washington, New York, and Boston. Mutual has never owned any stations. At the time of the committee hearings, however, Mutual was owned by the licensees of stations WGN at Chicago and WOR at Newark. In January 1940, as previously set forth, stock in Mutual was issued to five additional affiliates.

The 18 stations presently licensed to NBC and CBS are among the most powerful and desirable in the country. Of the 25 I-A clear-channel stations in the country, NBC and CBS are the licensees of 10. They are located in the largest and richest markets and their station rates, time sales, and revenues are among the highest for all stations.

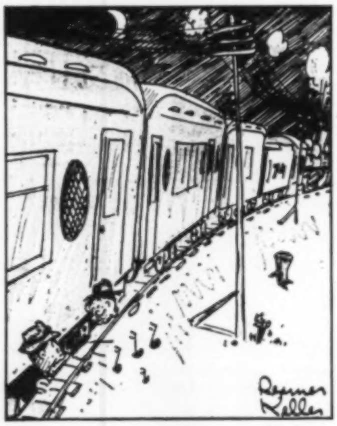
Long-term affiliation contracts, with their exclusivity and optional-time provisions, seriously interfere with competition among networks. Ownership of broadcast stations by networks, however, goes even further. It renders such stations permanently inaccessible to competing networks. Competition among networks for these facilities is nonexistent, as they are completely removed from the network-station market. It gives the network complete control over its policies. This "bottling-up" of the best facilities has undoubtedly had a discouraging effect upon the creation and growth of new networks.

Furthermore, common ownership of network and station places the network in a position where its interest as the owner of certain stations may conflict with its interest as a network organization serving affiliated stations. In dealing with advertisers, the network represents its own stations in a proprietary capacity and the affiliated stations in something akin to an agency capacity. The danger is present that the network organization will give preference to its own stations at the expense of its affiliates.

Operations Interwoven

Assuming that the question were presented as an original matter at this time, the Commission might well reach the conclusion that the businesses of station operation and network operation should be entirely separated. However, this Commission and its predecessor, the Federal Radio Commission, have heretofore approved as in the public interest the acquisition by NBC and CBS of most of these owned or operated stations and have periodically renewed the licenses of such stations. From a legal standpoint these circumstances confer no vested rights upon NBC or CBS, but we think it inadvisable to compel these networks to divest themselves of all of their stations.

In New York, Chicago, and Los Angeles or San Francisco, network operations have become so interwoven with station ownership that we do not deem it in the best interests of radio broadcasting to divorce the two at this time. Stations in these "key" cities make available a substantial minimum audience for network sustaining programs and enable the networks to make provision for adequate studios and other facilities on an economic basis at talent centers. They permit the networks to experiment with new techniques of program production and new ideas in program content and balance, and give assurance that the experiments will have a fair test over good facilities. In the light of these conditions and the fact that there exists in these cities the largest supply of stations, we do not deem it advisable to prohibit a national network organization from being the licensee of one station in these "key" cities.



Milwaukee Sentinel

"Better Turn Down Your Radio, Joe—Everybody's in Bed Now."

Different considerations apply to other stations licensed to NBC and CBS. We do not believe, for example, that any substantial justification can be found for NBC's operation of two stations in New York, Washington, Chicago, or San Francisco. In none of these cities are the better radio facilities so numerous as to make it in the public interest for any one network organization to control two stations; in each case such dual ownership is bound to obstruct the development of rival networks and the establishment of new networks. In Washington (excluding local stations) there are but three regional stations, of which NBC controls two, and one clear-channel station, which is owned by CBS. In Chicago, the equivalent of two of the four 50,000-watt full-time facilities are owned by NBC, and one by CBS. In San Francisco, the only two stations with better than regional power are NBC's. Competition will be greatly strengthened if the best facilities in important cities are not so tied in the hands of a single network organization. Even in New York, where desirable facilities are more plentiful, NBC's ownership of two clear-channel stations gives it a dominant position which tends to restrict competition on even terms from other networks.

2-Station Operation Unsound

We find, accordingly, that the licensing of two stations in the same area to a single network organization is basically unsound and contrary to the public interest. In any particular case, of course, networks will be given full opportunity, on proper application for new facilities or renewal of existing licenses, to call to our attention any reasons why the principle should be modified or held inapplicable.

In several cities where NBC or CBS owns one station, the available facilities are so few and of such unequal coverage that network ownership is undesirable. In Cleveland, a most important radio market, the only broadcasting facilities are one clear-channel station (owned by NBC), two full-time regionals, and one part-time regional. Charlotte, N. C., has but two stations, one of which is a 50,000-watt station owned by CBS. It seems clear that no network ownership whatsoever should be allowed in either of these cities. In several other cities, such as Denver (NBC), Minneapolis (CBS), and Washington (NBC and CBS), the available facilities are somewhat more plentiful, but the disparity among the facilities raises serious doubts whether any network ownership should be permitted. We find that it is against the public interest for networks to operate stations in areas where the facilities are so few or so unequal that competition is substantially restricted.

NBC and CBS have such competitive advantages over any actual or potential rival that no additional stations should be licensed to either and they should be required to dispose of some of the stations now licensed to them. We do not, however, deem it advisable to specify at this time a precise maximum figure for network ownership.

'Orderly Disposition'

In exercising our licensing powers with respect to the renewal of the licenses now held by NBC and CBS, we propose to consider the applicability of the two principles hereinbefore set forth. Subject to the right and opportunity of CBS and NBC to show at hearing in a particular case that public interest requires otherwise, the Commission will not license to a single network organization more than one station within a given area, nor will it license stations to any network organization in communities where the available outlets are so few or of such unequal desirability as to require that all facilities be open to competition among networks for outlets and among stations for networks. In considering methods of divorcement, we will seek to ensure that the divorce of stations from networks shall be actual as well as formal, and will permit the orderly disposition of properties.

Mutual presents a somewhat different problem. The network corporation itself does not own or operate any station; however, the stock of the network corporation is owned by various station licensees. This difference has several important practical aspects. To begin with, the licensees which own Mutual are not under common control and, therefore, there is no concentration of ownership or control of radio facilities in any one organization. Likewise, and probably more important, the network cannot control its owners; on the contrary, it is controlled by them. The stations which own Mutual can terminate the ownership relation by disposing of their stock. The choice in the case of Mutual is with the station, rather than with the network as in the case of NBC and CBS.

The Case of Mutual

However, the foregoing does not completely solve the problem. The licensees which own Mutual have an interest in the network which tends to cause them to prefer Mutual programs over those of other networks. The judgment of licensees in making a choice among available programs should not be subject to distortion by such extraneous considerations. Under some circumstances, therefore, licensee ownership of networks might be subject to serious objection.

However, there seems to be at least two reasons for not taking action in this connection at the present time. First, three substantial interests in Mutual (25% each) are held by station licensees in New York and Chicago and a regional network (Don Lee) on the Pacific Coast which controls four California stations. Thus, the dominant interests in Mutual roughly parallel the direct ownerships of NBC and CBS which this report does not seek to disturb. Secondly, Mutual does not own studios, station facilities, or any substantial amount of property. It is largely a corporate vehicle for a cooperative network arrangement. Consequently, the licensee stock interests in Mutual are, at present, from an investment standpoint, largely symbolic. For the present at least, and particularly in the light of the dominant position of CBS and NBC, there is no reason to require these licensees to divest themselves of their stock interests in Mutual.

Accordingly, at this time we find no reason to establish a definite policy concerning licensee ownership of networks. If, in the future, the question becomes significant, we will give it further consideration.

NBC'S RED AND BLUE NETWORKS

Regulation 3.107 No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

* * *

LARGELY because it has 2 networks, many more stations are affiliated with NBC than with any other network organization. When NBC presented evidence at the committee hearings it had 161 outlet stations; the number had increased to 214 by the end of 1940. NBC is the licensee of 2 stations in each of 4 cities. At the time of the committee hearings, NBC had 2 outlets in over 30 cities. The number of cities in which there are 2 NBC stations is now about 40. One is generally a Red network station and the other a Blue network station, although the demarcation is frequently not clear.

The Red network carries more commercial programs, and the Blue more sustaining programs; the disparity in this respect is marked. In 1938, NBC sent 74.5% of its commercial programs over the basic Red and only 25.5% over the basic Blue. Although NBC does not separate income and expense as between them, the Red is obviously the money-maker of the two. In 1938 NBC paid its 17 independently owned outlets on the basic Red network $2,803,839 for network commercial programs; to the 18 on the basic Blue network it paid only $794,186.

Despite this great disparity, NBC's network affiliation contracts do not specify whether a given station is to be affiliated with the Red or the Blue network. NBC retains the right to shift a station from one network to the other, regardless of the station's wishes. This power gives NBC undue control over its affiliated stations.

NBC's witnesses testified that the Red and Blue networks compete vigorously for listening audiences and for the advertising dollar. But the competition between Red and Blue is largely of an intramural character. Even taking into account the changes which NBC has made in its organziation since the time of the committee hearings, there is no complete allocation of stations or programs between the Red and Blue networks, nor any clear demarcation between the properties, personnel, income or expenses of the two networks. No claim is made that the two networks compete for affiliates. So far as competition for advertising and listeners is concerned, it is conducted in a friendly manner under the direction of the NBC board of directors and for the financial benefit of NBC.

Friendly Sort of Rivalry

Although the sales and program personnel allocated to the Red or the Blue network may now engage in friendly rivalry, it is hardly to be supposed that this rivalry will ever reach the point where NBC employees are acting against the best interests of NBC. Under such conditions, there can be no competition as that term is properly used. . . .

The operation of the Red and Blue networks by NBC gives it a decided competitive advantage over the other two national networks. In the first place, under the NBC discount policy, a discount up to 25% is granted to advertisers based upon the amount of business they do with NBC. This gives the Blue network, for example, a marked advantage over the other networks in getting the business of a national advertiser who is already sponsoring a program over the facilities of the Red network. In addition, NBC grants certain special discounts to advertisers to encourage the sale of time over certain Blue network stations.

Again, NBC is able to arrange certain of its most attractive facilities into one combination. In view of the differences between the power and frequency of individual stations, NBC's ability to substitute a more desirable station if an advertiser is dissatisfied with the one customarily provided puts its competitors at a decided disadvantage.

Likewise, the operation of two networks gives NBC a great advantage in terms of programming. By this arrangement, NBC has roughly twice as many hours at its disposal each day as does either CBS or Mutual. For any single period, CBS and Mutual must make a choice between two commercial programs, or between a commercial and sustaining program, or perhaps between an entertainment and a public service feature. NBC, with two networks at its disposal, can simultaneously send an educational program over the Blue and a variety entertainment commer-

KSD
ST. LOUIS, MO.

POWERFUL
SALES
STIMULATOR

Exclusive St. Louis Outlet
NBC RED Network

Primary
DEFENSE
CONTRACTS
IN ST. LOUIS AREA
EXCEED
$230,000,000
Now Being Reflected in Retail Sales

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

XUM

HERE'S the SPOT

CKLW
50 60 70 80 90 100 110

that COVERS
Over 8,000,000 PEOPLE

•

CKLW, at 800 K.C.
Now Offers Advertisers:

- **25% increase in our 500 microvolt contour line.** *33% greater than under our old frequency.*
- **Total population in CKLW's primary area at 800 kc. 8,063,520** *33% greater than under our old frequency.*
- **Total radio families . . . . . . 2,211,523** *35% greater than under our old frequency.*
- **Retail buying power . . . . . . $2,659,646,000** *22% greater than under our old frequency.*

You get not only increased coverage within the DETROIT AREA proper, but an added percentage of new listeners OUTSIDE of this area! Thousands of new sales impacts for your product — AT NO INCREASE IN RATES!

IN THE DETROIT AREA-IT'S
CKLW
5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

cial program over the Red. Furthermore, NBC is in a position to assure advertisers buying time on one of its networks that they will not meet serious competition for listening audiences from the programs scheduled simultaneously on its other network.

NBC takes the position that station demand for affiliation with it is the reason for its two networks. But it is not without significance that NBC's second network—the Blue—was formed before this demand had any real opportunity to manifest itself. The Blue network was organized in 1926, immediately after NBC took over station WEAF (the key station of the Red network) and the Telephone Co. network. RCA already owned station WJZ, and this station was the basis of the present Blue network.

Blue Called a 'Buffer'

But without regard to how or why NBC created two networks, it seems clear that the Blue has had the effect of acting as a buffer to protect the profitable Red against competition. Available radio facilities are limited. By tying up two of the best facilities in lucrative markets—through the ownership of stations, or through long-term contracts containing exclusivity and optional-time provisions—NBC has utilized the Blue to forestall competition with the Red. We have already noted that Mutual is excluded from, or only lamely admitted to, many important markets. In such important cities as Milwaukee, Toledo, Salt Lake City, and Jacksonville, both the Red and the Blue have outlets, but Mutual can get no affiliation whatever. In Cleveland, Baltimore, New Orleans, Louisville, and Atlanta, both the Red and the Blue have outlets, but Mutual can get only an unsatisfactory facility in terms of power or coverage. In Houston, Birmingham, Providence, Des Moines, Memphis, Oklahoma City, and Tulsa, the Red and the Blue are provided for but Mutual must share an affiliate. The effect upon a new network of NBC's preemption of the best facilities in many markets would, of course, be even more restrictive. The existence of this situation can hardly fail to discourage anyone who might otherwise seek to enter the network broadcasting field.

We are impelled to conclude that it is not in the public interest for a station licensee to enter into a contract with a network organization which maintains more than one network. With two out of the four major networks managed by one organization, a station which affiliates with that organization thereby contributes to the continuance of the present noncompetitive situation in the network-station market. The reestablishment of fair competition in this market is contingent upon ending the abuses inherent in dual network operation; our regulation is a necessary and proper means of reestablishing that fair competition.

Our determination that it is not in the public interest for a station to enter into a regular affiliation contract with a network organization maintaining more than one network does not, however, rest merely upon competitive considerations. We are seriously concerned also with the maintenance of a free radio system from the point of view of concentration of power over licensees and their listeners.

In most large countries today, radio broadcasting is a governmental monopoly. The United States has rejected government ownership of broadcasting stations, believing that the power inherent in control over broadcasting is too great and too dangerous to the maintenance of free institutions to permit its exercise by one body, even though elected by or responsible to the whole people. But in avoiding the concentration of power over radio broadcasting in the hands of government, we must not fall into an even more dangerous pitfall: the concentration of that power in the hands of self-perpetuating management groups.

Under any system of broadcasting, someone must decide what a station will put on the air and what it will not. Someone must select some programs and reject others. Congress has chosen to leave that power in the hands of individual station licensees, subject to the public interest provisions of the Communications Act and the powers delegated to this Commission. Decentralization of this power is the best protection against its abuse. We cannot permit the protection which decentralization affords to be destroyed by the gravitation of control over two major networks into one set of hands. While the concentration of power resulting from operation of a network is unavoidable, the further concentration of power resulting from operation of two networks by one organization can and should be avoided.

The radio spectrum is essentially public domain. In delegating to this Commission the power to license, Congress was moved by a fear that otherwise control over that public domain would gravitate into too few hands. Stations entering into regular affiliation contracts with a network organization operating more than one network defeat the manifest intent of Congress. We conclude that such concentration of power over licensees and their audiences violates the public interest.

Pa. Opposes Swing

PENNSYLVANIA radio stations, in a resolution (No. 76) passed by the State House of Representatives, were urged by State Legislature to cooperate in a movement seeking to limit the use of Negro spiritual and folk music to programs of a religious nature and by eliminating the jazz and swing arrangements of such music which tend to desecrate it. The resolution, introduced by Honorable Ralph T. Jefferson, was adopted by the House on April 15 and copies of the resolution were mailed to all radio stations on April 23.

We have THE VERY IDEA

Custom-built radio productions
CONVENTION HEADQUARTERS
LENOX HOTEL
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

LIMITATION OF COMPETITION BETWEEN NETWORK AND OUTLET

Regulation 3.108 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

* * *

IMPROVEMENT in the quality of electrical transcriptions in recent years has made it possible for individual stations, including network affiliates, to compete with networks for some of the business of national advertisers. In 1934, national spot business involving the use of electrical transcriptions amounted to $13,500,000; in 1938, to $34,680,000. Transcriptions have made it possible for affiliates to compete for national business by offering programs comparable in popularity to those of the networks. Continuing and unrestricted competition between network and outlet for this business will provide the public with steadily improving program service.

NBC has attempted to protect itself against competition with its affiliates for the business of national advertisers by inserting the following provision in its affiliation contracts: "If you accept from national advertisers net payments less than those which NBC receives for the sale of your station to network advertisers for corresponding periods of time, then NBC may, at its option, reduce the network station rate for your station in like proportion, in which event the compensation due you from NBC will be likewise reduced but the right of termination provided for in the preceding paragraph shall not thereby accrue to you."

This provision means that an affiliated station cannot accept the business of a national advertiser at a rate lower than that which NBC has established at the affiliate's rate for network programs without subjecting itself to the risk that this lower rate will be applied to all of the affiliate's network business. A contract of this kind, providing a severe penalty for price-cutting, is equivalent to, and has the same effect as, a price-fixing agreement.

NBC frankly concedes that the purpose of the provision is to prevent its affiliated stations from entering into competition for national advertising business. . . .

No Reason for Pegging

No other explanation of NBC's position was made and no reason appears why the affiliate's national spot rate should be artificially pegged at the network rate. In setting the network station rates of its affiliates, NBC considers primarily the potential circulation or listening audience of each station. According to the testimony of its vice-president in charge of station relations, absolutely no account was taken of the local competitive situation. Stations whose potential audiences were the same were given the same network rate whether they were the sole stations in their communities or had to split their audiences with several competing stations. Likewise, no account was taken of the purchasing power of the communities served by the affiliate, or of other factors that might affect the value of the station to advertisers.

Several factors tend to make national spot rates lower, at least where electrical transcriptions are used, than comparable network rates. In the first place, electrical transcription programs avoid the heavy telephone line charges incident to network broadcasts. Transcription programs are distributed to stations by shipping the actual discs on which the programs have been recorded.

Furthermore, opinions differ concerning the relative advertising effectiveness of transcriptions and live talent programs. There is no reason why such differences of opinion should not be permitted to play a part in negotiating station rates, or why they should not be reflected in rate differentials between the two types of business.

Finally, only the less desirable hours of the broadcast day are outside the NBC optional-time provisions and thus available for national spot business without being subject to call by NBC. If time within the option period is sold, such programs are subject to be shifted by NBC on 28 days' notice. This inability to enter into firm commitments makes national spot programs less desirable to advertisers than NBC network programs. While the elimination of option time will remove this factor, the others will, of course, remain.

Hopson Interested

BASCOM H. HOPSON, owner of WJBY, Gadsden, Ala., 51% owner of WHBB, Selma, and with a minority interest in WCOV, Montgomery, Ala., is connected with the application of the Jefferson Broadcasting Corp., seeking a new station in Birmingham, Ala. Applied for are 250 watts on 1340 kc., the facilities that WSGN, Birmingham, will vacate when it moves to 610 kc. Hopson, who also is son-in-law of FCC Commissioner Thompson, holds 33⅓% of the corporation's stock. Other interests are Allan Glover, in the investment business, 17% of the common stock and 25% of the preferred; Benjamin Leader, attorney, 17% common and 25% preferred; Thomas N. Beach, investments, 17% common and 25% preferred; H. M. Davis, real estate and insurance, 16% common and 25% preferred.

It is no wonder, therefore, that many of NBC's affiliates, despite the danger of sanctions, have adopted a national spot rate less than the network rate. One exhibit shows that 53 NBC affiliates have a national spot rate lower than the network rate, whereas only 36 have a higher rate. . . .

We conclude that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served and listeners supplied with the best programs if stations bargain freely with national advertisers.

OUR FAMILY welcomes its NEW NEIGHBORS

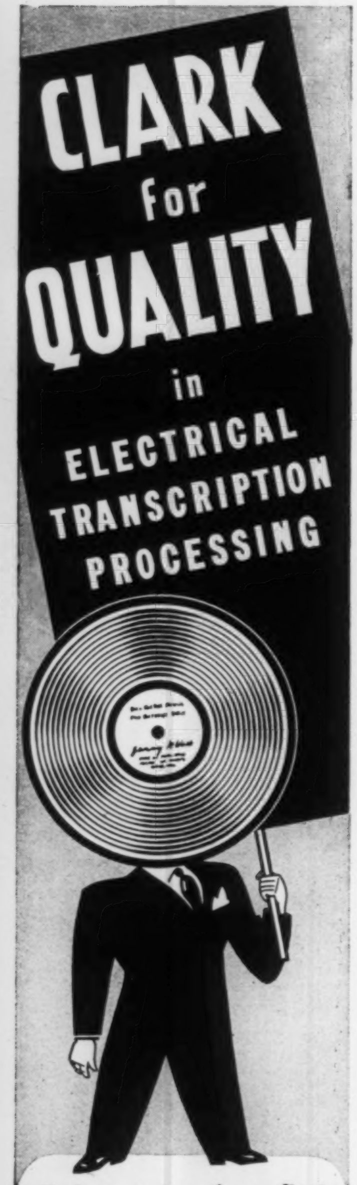
Over two and a half million brand-new neighbors moved in "next door" when WIBW's nighttime power was boosted 500%.

Now that we visit with these neighbors every day instead of occasionally, we've been busy welcoming and making friends with them.

And do they appreciate it! Thousands of additional letters, inquiries, and orders have been pouring in for WIBW advertisers.

This friendly, whole-hearted response . . . this 173.4% increase in radio homes . . . tells a story that no alert advertiser can afford to overlook.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

ABCD's of Radio Audiences

(Continued from page 63)

Only a few of these seemed to have as high appeal to the A class as to the other three groups, even after adjusting for the low total listening of this group. This would indicate that much of the daytime listening of the A group is probably to network sustaining programs, many of which are specifically directed to this group. For example, the NBC Metropolitan Opera broadcasts during the past season showed this type of stratification:

	Upper	*Middle*	*Lower*
Index	178	110	65

On the other hand, there was a definite increase in daytime listening of the A group and a decided increase in the popularity of certain daytime features among A class listeners over the two-year period studied. Three popular dramatic serials showed the following change in A group index: *Mary Marlin* from 52 to 84; *Ma Perkins* from 57 to 74; *Betty & Bob* from 51 to 79.

Almost without exception, however, these daytime shows were relatively most popular in C group ($2,000-$3,000) which has been demonstrated to be the heaviest daytime listening group.

Audience Size

Thus far in this article, emphasis has been on the *relative popularity* among the four socio-economic groups of particular programs. However, this should not obscure the importance of *audience size*, certainly a most important consideration in a mass medium such as radio. This factor has two aspects, both of which merit mention at this point: (1) the composition by income groups of the total audience to a particular program (that is, the percentage of the total audience belonging to each income group); and (2) a comparison of the total number of people in each income group who listen to different programs.

Referring back to the distribution of telephone calls made by CAB it is seen that more than half the total radio audience is found in the D group while the A and B groups combined account for only 20% of radio listeners. With four-fifths of the total audience in Groups C and D, a breakdown of the actual audience of even the program with the greatest *relative appeal* to the A group will still show a preponderance of listeners in the two lower income classes.

For example, the Philadelphia Orchestra showed an index of 233 in Group A, but look at the distribution of its total audience:

	Rating Index	*Per cent of Total Audience*
Group A	233	14.2%
B	114	16.6
C	79	26.0
D	81	43.2
Program Total	100	100.0

In other words, 30% of this program's audience is in the A and B groups, instead of the normal distribution of 20%. Nevertheless, 70% of the listeners to this "highbrow" presentation come from the groups whose income is less than $3,000 a year. Table 2 gives the composition by income groups of the audiences for a selected group of evening programs.

The second consideration of audience size relates to actual numerical audiences within an income group. Table 3 illustrates this aspect of audience measurement by socio-economic groups.

Benny vs. Ford

Just as it was found above that the major portion of the audience to a symphonic program is in the C and D groups (despite relatively low ratings in those groups), it is also true that the highest actual rating (and consequently the largest audience) reported for the A group was Jack Benny. In other words, if it is desired to reach the largest possible audience with an annual income of more than $5,000, Jack Benny would still be a better vehicle than the Ford Hour, even though this symphonic feature is exceedingly high in *relative appeal* to upper strata listeners. Despite the fact that Jack Benny has a greater relative appeal to the middle income groups than to the upper, nevertheless he still attracts numerically more A listeners than does the Ford Hour (24.4% as against 20.3%).

Likewise Jack Benny gets the largest number of D radio homes, despite the greater relative popularity of *National Barn Dance* and *Gang Busters* at this end of the socio-economic scale.

This study clearly points to the inadequacy of total rating figures for the purpose of giving a sponsor a picture of his audience. When he learns that his program has reached a rating of 8.8% of the total radio audience, he should also want to know whether that 8.8% looks like this:

	Total	*A*	B	*C*	*D*
Wayne King	8.8%	5.8%	8.4%	10.3%	7.2%
or like this:					
Helen Hayes	8.8	12.0	10.7	8.5	5.3

These two programs have the "same rating" but by no means the "same audience."

Similarly the educational or political broadcaster should be deeply concerned with the composition of his audience as a factor which seriously affects the achievement of his objectives.

Largest Companies

ONE of the 200 largest nonfinancial business enterprises in the country is Radio Corp. of America, according to a survey and analysis completed recently by the Securities & Exchange Commission for the Temporary National Economic Committee. The study classified RCA as 167th in size among the nation's corporations, with $89,373,000 in assets as of Dec. 31, 1937. The largest corporation classified, holding the No. 1 spot for size, was American Telephone & Telegraph Co., with $3,859,293,000 in assets. The survey figures were presented in TNEC Monograph No. 29, *The Distribution of Ownership in the 200 Largest Nonfinancial Corporations.*

LEIGH WHITE FOUND IN GREEK HOSPITAL

LEIGH WHITE, CBS Balkan correspondent, missing from Budapest, Hungary, since April 16, has been located in a private hospital in Argos, Greece, where he is recovering from wounds received when a German Messerschmitt machine-gunned the train on which he was traveling to Athens.

News of White's condition was cabled to CBS in New York by Russell Hill, *New York Herald-Tribune* correspondent, who related that on April 16 White and a number of other newspapermen left Budapest for Belgrade. From Belgrade they proceeded to the Adriatic coast and embarked at Montenegro in a small boat, intending to meet a British destroyer. When the destroyer didn't show up, the small craft turned back and White headed for Athens by train. Between Patros and Corinth, the train was attacked by German planes and White was wounded in the legs.

Cecil Brown, CBS correspondent who arrived in Belgrade from Rome on April 5 and was last reported "somewhere in Yugoslavia" [BROADCASTING, April 14], is now in Anakara, Turkey, along with Winston Burdett, CBS correspondent, according to CBS officials.

SERIES of 13 short story masterpieces by famous authors are dramatized on the weekly half-hour programs, titled *The World's Best* on NBC-Blue. The stories are adapted for radio by Ronald R. MacDougall of the NBC script division, and directed by Howard Nussbaum of the production division.

BURN-SMITH Co. has moved its offices in New York to 9 E. 40th St.

Westinghouse Periodical

PUBLICATION of a new quarterly journal of engineering information, *The Westinghouse Engineer*, commencing this month has been announced by Westinghouse E. & M. Co. The periodical will carry no advertising and will cover news of generation, transmission and distribution of electric power. Publication dates are February, May, August and November. It will be distributed to engineers and executives and also be available by subscription. Editor is Charles A. Scarlott, who has prepared six editions of *Engineering Progress*, the annual Westinghouse review, and who was connected with the staff of the *Electric Journal* for 12 years.

Defense Series

SO LISTENERS may receive a weekly first-hand report on defense activity, MBS on May 1 started a weekly series, 10:45-11 p.m., featuring Fulton Lewis jr., MBS commentator, as *Your Defense Reporter*. With the cooperation of the National Assn. of Mfrs., Mr. Lewis will travel each week to some defense point in the country to report developments and interview Army or Navy representatives. He will continue his regular MBS series of five times weekly 7-7:15 p.m. news programs.

FROM NEW YORK to HOLLYWOOD
all Three Major Networks rely on
SOUND-CONTROL by JOHNS-MANVILLE

KEY STATIONS from coast to coast make sure of true high-fidelity reproduction by using J-M Sound-Control Materials and Methods. Pictured on this page are three of the many key stations in three big networks—NBC, CBS and Mutual—where J-M has supplied the correct acoustical background. Yet, as you can see from the list below, brilliant broadcast quality is not limited to key stations alone.

Whatever your wattage... whether your sound-control problems involve acoustical correction or sound isolation . . . Johns-Manville Engineers can show you how to achieve the best results at minimum cost. For complete details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

▲ **HOLLYWOOD RADIO CITY (NBC)**

◀ **WGN, Chicago (Mutual)**

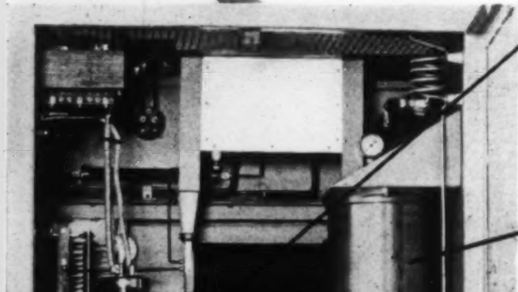
WABC, New York City (CBS Key Station)

Leading Stations from coast to coast assure high broadcast quality with Sound-Control by Johns-Manville

CFRB	Toronto, Ont., Can.
CKAC	Montreal, Que., Can.
CKGB	Timmins, Ont., Can.
KDKA	Pittsburgh, Pa.
KFJZ	Ft. Worth, Tex.
KGER	Los Angeles, Cal.
KGKO	Ft. Worth, Tex.
KGNC	Amarillo, Tex.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
KYSM	Mankato, Minn.
KYW	Philadelphia, Pa.
WABC	(CBS Key Station) New York, N. Y.
WAKR	Akron, Ohio
WBBM	Chicago, Ill.
WBEN	Buffalo, N. Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W. Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N. Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WHCO	Ithaca, N. Y.
WIRE	Indianapolis, Ind.
WJJD	Chicago, Ill.
WJLS	Beckley, W. Va.
WKIP	Poughkeepsie, N.Y.
WKY	Okla. City, Okla.
WLAW	Lawrence, Mass.
WLAY	Grand Rapids, Mich.
WLOL	Minneapolis, Minn.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOI	Aimes, Ia.
WOR	Newark, N. J.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WPFT	Raleigh, N. C.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WTAM	Cleveland, Ohio
WWNC	Asheville, N. C.
WWJ	Detroit, Mich.
	Ashtabula Star Bureau, Ashtabula, Ohio
	Belle Isle Radio Station, Detroit, Mich.
	Dept. of Interior, Washington, D. C.
	Merchandise Mart (NBC), Chicago, Ill.
	Radio City, Hollywood, Calif.
	Radio City, N. Y. City, N. Y.
	Silverspire Broadcasting Co., St. Catherines, Ont., Can.

JOHNS-MANVILLE PRODUCTS **JM** **JOHNS-MANVILLE** SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

NEW *Operating Convenience*



★ **THE 892-R POWER** amplifier tube, air-cooled, is easily reached when the rear door of the radio frequency power amplifier cubicle is opened.

★ **VARIABLE COMPRESSED GAS CONDENSER** used in the final radio frequency stages has short leads, low losses, complete shielding and provides a wide range of tuning.

★ **PI NETWORK** easy to adjust. R. F. harmonic reducing Pi network is preset at the factory but has convenient taps for final adjustment on the job.

Open the front and rear doors of the new Westinghouse 5-HV 5000-watt radio broadcast transmitter and you see at a glance one good reason why it is being chosen for modern, up-to-the-minute broadcasting stations. Every part is fully accessible—every part fits to make a compact unit, but with no crowding—every adjustment is within easy reach. The power amplifier cubicle, illustrated at the left, is typical of the rear door accessibility of the 5-HV.

ATTRACTIVE to look at—but its beauty is more than skin deep and goes far beyond the panel finish. Its operating advantages are attractive to men who are responsible for the operation, inspection and maintenance of a radio station—advantages built in by the same engineers who designed the Westinghouse 50-HG which aroused such widespread interest when it was installed in KDKA slightly over a year ago.

METAL RECTIFIERS used in *all* of the low voltage plate and bias power supply circuits eliminate replacement trouble and expense and insure against unpredictable rectifier tube failures.

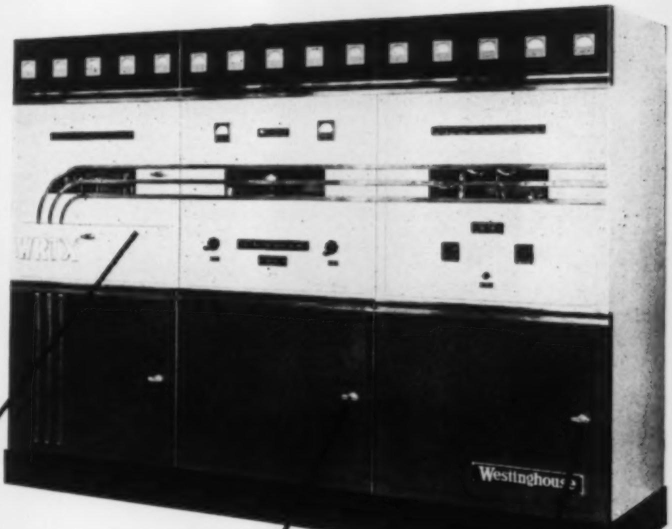
OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Low operating costs.
- Except for the rectifier supplying power to the amplifier and the class "B" modulator, metal rectifiers are employed throughout.
- Inductive neutralization is employed in all radio frequency stages requiring neutralization.
- Equalized feedback.
- Compressed gas condenser.
- Complete fuseless overload protection.
- Simplified circuit adjustments.
- Automatic control is realized.
- Conservative operation of all tubes.
- Current and voltage indicators are provided in all circuits where such instruments are normally desired.
- Split second switching to 1-KW reduced power.

WESTINGHOUSE W

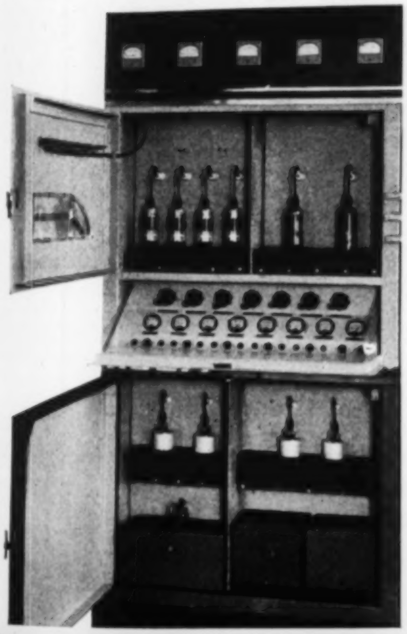
Westinghouse

WESTINGHOUSE 5HV SETS A NEW STANDARD IN ACCESSIBILITY

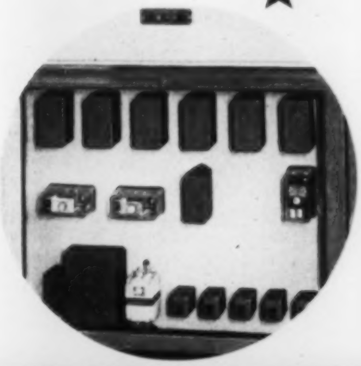


UNDIVIDED RESPONSIBILITY—In addition to complete broadcast transmitters, Westinghouse makes ALL the other equipment required for *transmitting* station operation, including tower lighting, antenna phasing and tuning, power input apparatus, switchgear, and station lighting. No matter what your problem may be, Westinghouse has the experience and the apparatus to give you exactly what you need. Call your nearest Westinghouse office.

EXCITER CUBICLE—Two doors and a drop leaf give ready access to all controls, instruments, tubes—all you need to touch or see to adjust exciter for operation. Inclined panelboard makes it easy to read the instruments.



MODULATOR CUBICLE—Lower door opens to make it easy to check relay operation.



POWER AMPLIFIER CUBICLE—Tubes and their supporting sockets are instantly available through lower door.

J-08036

BROADCAST EQUIPMENT

Case-Craven Dissenting Comment on Monopoly Report

ALL MEMBERS of the Commission recognize that improvements in the present broadcast service as well as in the organization thereof are not only possible but also desirable. However, the minority disagrees with the proposals which the majority has adopted as a method of securing improvements.

We fear that the proposals of the majority will result inevitably in impaired efficiency of the existing broadcast organization of the country. This system has been developed as a result of practical experience over a period of years. In the main it is operating very well in the public interest. Undoubtedly it provides the public with the best broadcasting service in the world. Naturally, there are faults which may need correction. However, some of the corrective processes suggested by the majority may easily result in faults which are far more basic than the known defects which exist today. Furthermore, it appears that insufficient recognition is given to the practical considerations which are inherent in the American system of broadcasting and which cannot be circumvented.

Natural Economic Limitations

It seems that no weight is given to the fact that broadcasting is dynamic and not static. No consideration seems to be given to the probable effect of new developments. Also inadequate recognition is given to the effect of the natural and economic limitations within which broadcasting must operate. Likewise, inadequate recognition is given to the natural laws which influence basically the manner in which broadcasting renders a social service to the public of America.

No member of the Commission condones any form of monopoly which concentrates power contrary to the public interest or which constitutes unreasonable restraint of competition. However, the majority appears to suggest that "unlimited" competition is the most important factor in securing improvements in radio broadcasting service and proposes to issue regulations the effect of which will prohibit certain contracts which now exist between chain companies and their affiliates.

The intent of these regulations is to ban all arrangements which limit the ability of any broadcast station licensee to engage at any time in any and all forms of competition. While the minority insists upon competition they suggest the principle of "Free competition accompanied by good radio service to the public" rather than competition which affects adversely program service.

Most Important Problem

The minority is of the opinion that the most important problem confronting the Commission may be stated briefly as follows:

"Considering the necessity of a balanced radio broadcast service of interest to and in the interest of the public, and recognizing the natural limitations inherent in radio, how can greater equality of opportunity be extended to persons desiring to utilize radio as a media of broadcasting information to the public?"

The solution of the problem requires a broad viewpoint as well as a balanced consideration of at least all of the following factors which among others contribute to broadcast service in the interest of the public:

1. The establishment of a "free radio" insofar as is practicable within inherent natural limitations.
2. Good programs.
3. An equitable distribution of facilities to states and communities.
4. Diversification of control of radio stations among many licensees.
5. Competition.
6. Efficiency of program distribution to the nation as a whole.
7. Operation of each station in the public interest rather than for the private interest of the licensee.
8. Natural economic laws of supply and demand.
9. Principles of sound business.

Revolution Means Destruction

A limited approach, or conclusions based upon over-emphasis of one phase of the problem, will result in unsound administration and unfortunate consequences to the radio service to which the public is entitled. More specifically, we fear that the revolutionary change proposed by the majority will result in the destruction of the present excellent national program distribution system and the substitution therefor of some new kind of system, the effects of which the majority does not adequately visualize.

It is axiomatic that unlimited availability of the few existing radio facilities and efficient national program distribution cannot both be attained at the same time. There is no open market condition in the business of broadcasting as in other businesses. Nature has determined that. To attempt to circumvent these basic economic laws is fraught with peril to an industry which has hitherto achieved a marked degree of success. Regulation in disregard of economic laws may foster a situation in which competition among competently managed networks would be replaced by an unwholesome conglomeration of opportunitistic "time brokers" catering to an aggregation of local monopolies in the various towns and cities of the nation. This will result in:

1. Responsibility for carrying sustaining programs of public importance would be so diffused that such service would likely become nobody's business and the difficulty in clearing time on a national network would become an almost insurmountable task.

2. The incentive would be removed for the origination of such sustaining features as the European war broadcasts, the *American Farm and Home Hour*, the *Town Meeting of the Air*, Toscanini, etc.

Buffalo IS a good Market!--what's more--

COLUMBIA

IN 1941 IT'S 50,000 WATTS FOR WKBW

MUTUAL

WGR BUFFALO BROADCASTING CORPORATION **WKBW**
Rand Building • Buffalo, N. Y.

NATIONAL REPRESENTATIVES--FREE & PETERS INCORPORATED

If the proposals of the majority are enforced there can be no logical determination of who will pay for such service or how it will be developed.

Known Into Unknown

These considerations and other far-reaching adjustments that would be involved would plunge the American broadcasting system from the *known* of good public service to the *unknown* in which all the consequences cannot be foreseen. It is, therefore, no exaggeration to predict that the decision of the majority instead of resulting in "free competition", would more likely create "anarchy" or a kind of business chaos in which the service to the public would suffer.

The majority appears to conclude that it is necessary to exert control over certain business policies of radio station licensees in much the same manner as has been proven suitable for public utilities other than radio. However, in arriving at this conclusion there appears to have been no weighing of the advantages and the disadvantages of the present broadcast structure in terms of good program service to the public. Hence, no conclusions based upon evidence in the record have been made of the reasonableness of the present practices of the industry. For 14 years, existing contract arrangements have been enforced both through formal and informal agreements, and broadcasting in America has achieved greater progress than in any country in the world. The record does not disclose that there is unreasonable restraint of competition resulting from certain contracts which the majority proposes to prohibit.

Doctrine of 'Free Radio'

It is possible that the majority in its desire to regulate one facet of the broadcast problem has overlooked some of the other important considerations and hence may have made impossible the attainment of an ideal objective. For example, in asserting jurisdiction to regulate the business practices of broadcast station licensees the majority may have assumed certain power which is not delegated to it under the law.

In broadcasting, Congress evidently intended to apply the constitutional doctrine of a "free press". In so doing, Congress recognized that the advantages of a "free radio" were more important than the advantages of the type of regulation heretofore considered necessary in the public utility field. As evidence of their intent, Congress specified that radio broadcasting should not be classed as a common carrier even though licensed by the Government to operate as a form of monopoly in the public domain. The type of regulation specified by Congress for broadcasting clearly envisioned that the Communications Commission should not regulate the programs, the business practices or business policies of broadcast station licensees. Congress specified a type of regulation designed to maintain its policy of a "free radio". This type of regulation differs from that applied to other private business operations in the public domain.

Chimes for Eggs

IT MIGHT BE business before pleasure, but the mark of genius is the combination of both. Take those new chimes of KWK, St. Louis, which ring at three-minute intervals during the play-by-play baseball broadcasts to remind sportscasters to repeat the score for listeners who may have just tuned in. Then take a little thing like boiling eggs—a regular household chore—and mix them. One housewife writes in saying she found the chimes a great help in boiling eggs. She just drops them in when the chime rings and takes them out when they sound again.

Thus, the question of the power of the Commission to regulate the business phases of broadcasting may be approached from the standpoint of public interest. Congress required that radio, like the press, must be free from those restraints of Government which hamper free expression and which control what may be said or who may speak. The most important function of Government should be to facilitate the attainment of a "free radio". Therefore, it may be argued that if the licensing authority interferes with the business practices of persons engaged in broadcasting, there is concentrated in a single Government agency a power which must lead inevitably to undesirable restraints upon a "free radio". Such concentration of power in Government is just as contrary to public interest as the concentration of control of broadcast stations among a limited number of licensees.

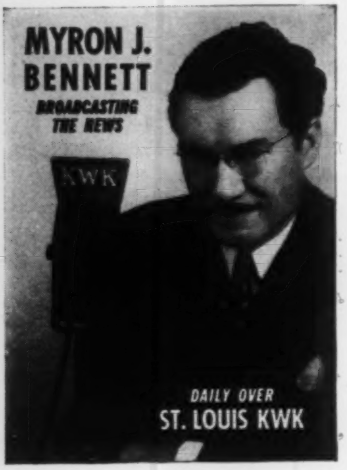
Centralization of Control

It is obvious that if all the stations in the country were licensed to one person, that person, even though regulated by the Government, would have vast power to control an important media of information. Even though such person had the best of intentions for the welfare of the public, his would be the sole judgment which determined how radio would be utilized to influence public opinion. Such an extreme is unthinkable. On the other hand, if we had innumerable licensees and therefore innumerable competitive judgments, all under the autocratic regulatory supervision of a single Government agency vested with final and unrestrained power of life and death over the economic destinies of each licensee, we likewise would have an intolerable situation, however well-intentioned such Government agency may be.

It was for this reason that Con-

WFBL for Central New York
SYRACUSE • 5000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Streamlined Showmanship
WINS LARGER AUDIENCES in the INTERMOUNTAIN MARKET
KDYL
THE *Popular* STATION
SALT LAKE CITY
JOHN BLAIR & COMPANY
National Representatives
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NBC RED NETWORK



MYRON J. BENNETT
BROADCASTING THE NEWS

DAILY OVER
ST. LOUIS KWK

70,000

defense workers in the Youngstown district have just received a liberal pay raise. Most of them listen regularly to

WFMJ

INS

"It gives me pleasure to furnish INS with an unqualified recommendation."—William Pabst, KFRC, San Francisco.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

gress provided not only for a diversification of control of radio broadcasting among licensees, but also for diversification of jurisdiction among various regulatory agencies of Government. It was not intended by Congress that any licensee merely because he was a radio broadcaster should be exempt from the application of laws directed to business enterprise generally. The Department of Justice and the Federal Trade Commission as well as other Government agencies include broadcasters within their jurisdiction when administering the laws relating to all business enterprise.

Scope of FCC Power

Congress empowered the FCC to regulate only that phase of radio operation which relates to licensing stations. This embraces a fair and equitable distribution of radio facilities to States, communities and persons in a manner which insures diversification of control among many licensees, as well as a good program service of interest to and in the interest of the public. It likewise includes the regulation of technical aspects of operating stations and certain other phases of radio operation affecting public interest which are not under the jurisdiction of other agencies of Government. The Commission is charged with the responsibility of determining the qualifications of licensees to operate radio broadcast stations, but the Commission does not have the responsibility to determine the guilt of licensees for violations of law, the administration of which is not under the direct jurisdiction of the Communications Commission. If licensees of radio stations are found guilty of violation of such other laws, the Commission's responsibility in the premises rests solely as to the qualifications of such licensees to operate stations in the interest of the public.

If some form of monopoly exists in radio broadcasting which is contrary to the best interests of the public, it should be remembered that the Commission has licensed all broadcasting stations in the United States after finding time and time again that each of the licensees was operating his station in the public interest. Therefore, if the Commission has erred in the past, it can now correct the mistake by exercising in individual cases the licensing power delegated to it under the Communications Act of 1934.

How to Encourage Competition

The Commission should encourage the organization of independent, highly competitive national networks. However, if there are limitations or barriers to the establishment of additional competitive networks, the Commission need not and should not promulgate rules the effects of which would destroy all existing systems, merely to provide some other private enterprise with an opportunity to capture the revenues of broadcasting. There are better ways to encourage and secure additional competition.

No Important Abuses

There are certain factors which should provide the basis for consideration of the many complex problems in the field of radio broadcasting. However, as has been stated elsewhere in this report, no abrupt changes should be attempted without positive indication that such changes will result in improved service to the public. The record in this instant investigation does not justify sweeping proposals to change the developments resulting from practical experience.

ONE HARMONICA PLAYER offered congratulations on a job well done to another when Glenn Snyder (right), manager of WLS, Chicago, shook hands with Lou Novikoff, Chicago Cub outfielder, after the latter had played a solo on the *WLS National Barn Dance* program. Cub Coach Charlie Grimm, (center) contributed a banjo solo to the program and offered his congratulations also. Snyder is known for his rendition on the harmonica of the "Temple Bells of Texas".

It must be considered that since 1927, the American system of broadcasting has developed under a Congressional formula which, until recently, has been administered in its broad policy aspects with fair consistency by the Commission and, on the whole, uniformly interpreted by the courts.

It must be admitted that imperfections exist. No human institution is free from error. It is significant, however, that this record fails to disclose important abuses. Moreover, no information is available to the Commission which justifies an invasion of the business practices of the licensees of this Commission.

It is true that some of the pioneers in broadcasting have achieved conspicuous financial success. Likewise others who have made contributions to the industry and the public have been well rewarded. This fact alone affords no proper basis for a radical extension of the regulatory scheme.

Vigorous Competition Exists

The record shows that in broadcasting there exists vigorous competition in the areas that count. It is the duty of the Commission to preserve and encourage such competition. However, we should not embark upon novel or untried courses of regulation based upon mere speculation as to how American businessmen should manage their affairs. Rather we should consider that the consequences of our acts might injure or retard further improvement in the existing system and the service which it now performs.

Competition accompanied by good radio service to the public should continue to be fostered by the Commission. However, the blind adherence to the slogan "free competition," regardless of all practical factors, is unsound and will result in a conglomeration of uncoordinated radio stations rendering an inferior service to the public.

Radio's Record of Service

On the whole, radio broadcasting has an excellent record of public service. This includes both networks and the independent stations. Possibly with a few isolated exceptions, radio has been scrupulously fair in dealing with questions of political, social and economic importance. It has been progressive and enterprising in the entertainment field. The public has been and should continue to be its most important and only censor.

Radio is so constituted that it is sensitive to public criticism and responds promptly to changing public tastes. For this Commission or any agency of government to attempt to substitute its judgment for that of the public involves an arrogant presumption which should be avoided at all costs. That such a policy is not contemplated by anyone on the Commission seems quite clear. However, it can be argued with logic that invasion of this economic field by the licensing authority in the absence of clear legal mandate would constitute an inevitable prelude to the second step of assuming the role of arbiter of public tastes.

Mr. Roosevelt's Words

Circumstances may require the Federal Government to exercise broad powers in many fields of our economic life; but it is imperative that broadcasting be maintained as a free American institution. To adopt some pattern of government regulation as applied in other fields is to ignore the real nature of broadcasting. Borrowed techniques just don't fit. Broadcasting must be kept free from unnecessary government restraints. Nowhere has this concept been given better expression than in a recent statement of the President of the United States wherein he said:

> "Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

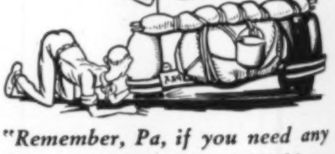
Summary of Minority Views

Our views in this matter may be summarized as follows:

1. The Commission is without jurisdiction to promulgate regulations which undertake to control indirectly the business arrangements of broadcasting licensees.

2. The record shows vigorous competition among networks and independent stations within the limitations of facilities imposed by nature and thus no finding of illegal monopoly can be made by this Commission, even if it can be assumed that this Commission had the legal authority to make such determination.

3. The Commission through its licensing powers has ample authority to



"Remember, Pa, if you need any help, WFDF Flint Michigan now has a kilowatt on 910, and we can get the Lone Ranger."

deal with any abuses that may arise, or which may now exist. Thus with the possible exception of clarification of the procedural and appellate provisions of the Communications Act of 1934, no legislative changes seem necessary.

4. There is no support in the record of these proceedings or otherwise in the possession of the Commission which would require new regulations which would attempt to control the relations between networks and affiliates.

5. Broadcasting service is essentially a national service. It must be recognized that listeners prefer good programs originating from any source where there is superior talent and which may have greater entertainment value than would otherwise be available from a purely local source.

6. There is an important function to be served by the smaller local stations. The Commission should continuously strive to improve the technical efficiency of such stations and, within the limits of the Act, afford encouragement to broader economic opportunities for such stations. This should not be attempted by the destruction or impairment of existing services. There is room for both.

7. There is the strong presumption that four competing national networks independently operated might afford opportunity for improved service, although there is nothing in this record to establish that stations affiliated with the company operating two networks have not rendered a good public service. It is, therefore, recommended that informal discussions begin forthwith between the Commission and the representatives of the company operating two networks with a view of obtaining a voluntary segregation.

8. Network companies maintain concert and artist management bureaus as an incident to their operations. The Commission has no jurisdiction in this field. However, the companies should be notified that the Commission intends to request an inquiry by either the Federal Trade Commission or the Department of Justice, or both, in the event the companies do not divest themselves of these activities within a reasonable time.

9. There is no reason why the Commission should not forthwith extend the terms of broadcast licenses to the full statutory limit of three years. This would create an atmosphere of greater stability in the industry and would in no way detract from the Commission's power to proceed by revocation against licensees who contravene the standard of public interest.

No Time for Experiment

Finally, it seems appropriate to emphasize that our government is concerned with many important and crucial problems. This is no time to embark upon a new and untried course for which no urgent need can be established. It seems to us that the kind of democratic freedom which we are preparing to defend requires those in government to manifest restraint and tolerence. There is no evidence to justify an attempt at unnecessary control of the broadcasting industry under even normal circumstances. In this atmosphere of world tension, our own national unity would be disserved by a new experiment at "reform" of an established system of mass communication upon which so many of our people rely for information and diversion.

Pepsodent Spots

PEPSODENT Co., Chicago (Dentifrice), on May 5 started a short varying schedule of spot announcements on KDAL, WEBC, Duluth, Minn., and KRNT, KSO, Des Moines. Agency is Lord & Thomas, Chicago.

Makelim's Firm

HAL MAKELIM, for the last two years Chicago representative of WHN, New York, and previously part owner of WIND, Gary, and WWAE, Hammond, Ind., has resigned to assume the presidency and complete management of the Covert Co., Chicago production firm. A veteran of the early days of the movies as a lead in two reel comedies produced by Bioscope in Hollywood and Essanay in Chicago, Mr. Makelim broke into radio as a freelance announcer known as Little Bitsey Hal. In 1935 he was named sales manager of WIRE, Indianapolis. Prior to taking over his new duties he is taking a short southern cruise.

Mr. Makelim

Several Union Contracts At West Coast Stations Are Claimed by IBEW

THE San Francisco headquarters of International Brotherhood of Electrical Workers has announced that the IBEW local at Boise, Ida., has signed an agreement with the management of KIDO, that city. Regular technicians receive $40 per week, an increase of approximately $10.

IBEW reported that the union and KOL, Seattle, have signed a new contract for technicians. The scale is $210 per month for the first six months, then $217 for the balance of the year. The usual seniority, two-week vacation, sick leave and union shop provisions were continued. All new agreements in this area include a clause providing that any technician who leaves a station to go into military service shall, upon his discharge, be re-employed at his old job with no loss of seniority.

A new agreement has been negotiated at KXA, Seattle, providing three increases during the life of the contract and it establishes the $210-per-month scale. KXA is a part-time station. Contracts with all other Seattle stations had been previously renewed with substantial wage increases.

* * *

Denver Organized

Technicians at KLZ, KFEL and KVOD in Denver, and KFKA in Greeley, Col. have been granted local union Charter 1222 of IBEW and are now formally organized in an autonomous local for broadcast members in the vicinity of Denver. IBEW claims all stations are organized 100% with the exception of KLZ, which has a disputed majority due to be determined by the Labor Board. Negotiations are under way at KFEL and KFKA. The officers of the new broadcast local are Dan Garretson, KVOD, president; George Poque, KFKA, recording secretary; D. D. Kahle, KLZ, press secretary.

FIRST PLACE

WFIL WINS
REGIONAL STATION
BLUE RIBBON

WFIL *scores again!*

Because WFIL performed the most outstanding job of promotion and public service in the fields of talent, education and merchandising, *Billboard* adjudged WFIL top winner in its *Fourth Annual Exploitation Survey.*

This award is especially significant to time buyers. It means that WFIL has become a better advertising buy than ever. More listeners are being attracted through better programming and promotion ... sales of WFIL advertising products are increasing through more extensive merchandising and cooperation.

The proof of the pudding? 38.4 PERCENT MORE ADVERTISERS IN 1941 COMPARED TO 1940 ARE USING WFIL FACILITIES—THEY HAVE FOUND IT PAYS TO BUY WFIL.

NBC BLUE • KEY STATION QUAKER NETWORK
REPRESENTED BY EDW. PETRY & CO., INC.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Webster-Eisenlohr, New York (cigars), 52 *t*, thru N. W. Ayer & Son, N. Y.

Hulman's Baking Powder Co., Terre Haute, Ind., 100 *sa*, thru Pollyea Adv., Terre Haute.

Quaker State Oil Refining Corp., New York, 39 *t*, thru Kenyon & Eckhardt, N. Y.

Johnson & Johnson, New Brunswick, N. J. (toothbrushes), 175 *sa* thru Ferry Hanly Co., N. Y.

Ball Brothers Co., Chicago (canning supplies), 39 *sa*, thru Applegate Adv. Agency, Chicago.

General Foods Corp., New York (cereal), 130 *sp*, thru Young & Rubicam, N. Y.

Fasel Optical Co. Dallas, 208 *sa*, thru Couchman Adv. Agency, Dallas.

Griesedieck Western Brewery Co., Belleville, Ill., 150 *t*, thru Gardner Adv. Co., Chicago.

Campbell Cereal Co., Northfield. Minn. (cereal), 260 *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Kelvinator Corp., Detroit (refrigerators), 52 *t*, thru Geyer, Cornell & Newell, N. Y.

Mahdeen Co., Nacogdoches, Tex. (hair tonic), 13 *sp*, thru Grant Adv., Dallas.

Lehn & Fink Products Corp., New York (hand lotion), 76 *t*, thru William Esty & Co., N. Y.

Sweets Co. of America, New York (candy), 260 *sa*, thru Biow Co., N. Y.

Wm. H. Gross Chemical Co., San Antonio (hair tonic), 52 *sa*, thru Bernard M. Brooks, Adv., San Antonio.

Dallas Morris Plan Bank, Dallas (loans), 100 *sa*, thru Ira de Jernett Agency, Dallas.

WNAC-WAAB, Boston

Girard Publishing Co., New York (*Who* magazine), 8 *sa*, thru H. C. Morris & Co., N. Y.

Sudbury Labs., S. Sudbury, Mass. (Chaperone), *sa*, thru Mason L. Ham Adv., Boston.

R. J. Reynolds Tobacco Co., Winston-Salem (George Washington, Top tobacco), *sa* series, thru Wm. Esty & Co., N. Y.

Feminine Products, New York (Arrid), *sa*, *ta* series, thru Street & Finney, N. Y.

Ex-Lax Inc., Brooklyn (proprietary), *ta* series, thru Joseph Katz & Co., N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

General Mills, Minneapolis (Corn Kix), 3 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

KQW, San Jose, Cal.

Progressive Magazine, Milwaukee, 3 *t* weekly, thru Advertisers Sales Agency, Milwaukee.

Swerl Products Co., San Francisco (Swerl), 4 *sa* weekly, thru Lord & Thomas, San Francisco.

Regal Amber Brewing Co., San Francisco (Regal Amber Beer), 3 *sa* weekly, thru M. E. Harlan Adv. Agency, San Francisco.

Garden City Publishing Co., New York (Businessmen's Encyclopedia), 6 *sp* weekly, thru Huber Hoge & Sons, N. Y.

Sierra Candy Co., San Francisco (candy), 3 *sa* weekly, thru Robert Young Adv. Agency, San Francisco.

WIBG, Glenside, Pa.

Policy Owners Analysis Co., Philadelphia (insurance), 2 *sp* daily, for 13 weeks, direct.

Silver Suds Co., Philadelphia (Silver Bath polish), 13 *sa* weekly, for 13 weeks, direct.

Quaker City Co., Philadelphia (Nu-Enamel paints), *sp* daily, for 13 weeks, direct.

KYW, Philadelphia

Longines-Wittnauer, New York (Longines watches), *sp* weekly, thru Arthur Rosenberg, N. Y.

WHO, Des Moines

Berd Products Co., Newton, Ia., 33 *sa*, thru Rogers & Smith, Chicago.

Flex-O-Glass Mfg. Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.

Mohawk Bedding Co., Chicago, 3 *t* weekly, thru Schwimmer & Scott, Chicago.

American Chicle Co., Long Island City, N. Y. (Dentyne), 264 *ta*, thru Badger, Browning & Hersey, N. Y.

Fenn Brothers, New York (*Butter Brickle*), 130 *sa*, thru BBDO, N. Y.

Procter & Gamble, Cincinnati (Ivory), 178 *t*, thru Compton Adv., N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 6 *ta*, thru BBDO, N. Y.

Waltham Fountain Pen Co., Chicago, 6 *sa* weekly, thru United Adv. Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy), 25 *ta*, thru Platt-Forbes, N. Y.

Ball Brothers Co., Muncie, Ind. (canning supplies), 39 *sa*, thru Applegate Adv. Agency, Muncie.

WHK-WCLE, Cleveland

S. E. Mighton Co., Bedford, O. (dog food), weekly *sp*, direct.

Girard Publishing Co., New York (*Who* magazine), 9 *sa*, thru H. C. Morris & Co., N. Y.

Ortholine Labs., Cleveland (proprietary), *sa* series, direct.

Shell Oil Co., New York, 21 *ta* weekly, thru J. Walter Thompson Co., N. Y.

United Advertising Services, Chicago (fountain pens), 5 *sp* weekly, thru United Advertising Companies, Chicago.

Wayne Short Wave Co., Detroit (diathermy), weekly *sp*, thru Simons-Michelson Co., Detroit.

WDAS, Philadelphia

Philco Radio Dealers of Pennsylvania, Philadelphia (radio dealers), 24 *ta* weekly, thru Julian G. Pollock, Philadelphia.

Wilson Lines, Philadelphia (excursion liners), 6 *sa* weekly, thru John Faulkner Arndt, Philadelphia.

Oscar Serlin, New York ("Life With Father" production), 6 *sp* weekly, thru Stewart-Jordon, Philadelphia.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (Aqua Velva lotion), 12 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

Welch Grape Juice Co., Westfield, N. Y., 10 *sa* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.

WOR, New York

Packard Motor Car Co., Detroit, 3 *sa* weekly, thru Young & Rubicam, N. Y.

Duffy-Mott Co., New York (Sunsweet apple juice), weekly *sp*, thru Al Paul Lefton Co., N. Y.

Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

WINS, New York

Postal Telegraph Cable Co., New York, 70 *sa*, thru Biow Co., N. Y.

KFRC, San Francisco

Crowell Pub. Co., New York (*Woman's Home Companion*), *sp* weekly, thru McCann-Erickson, N. Y.

Walter N. Boysen Co., Oakland. Cal. (paint), 2 *sa* weekly, thru Emil Reinhardt Adv., Oakland.

T. M. Sayman Products Co. (soap), 3 *t* weekly, thru Kelly, Stuhlman & Zahrndt, St. Louis.

A. S. Boyle Co., Jersey City (Old English wax), 2 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

Bank of America, San Francisco, *sa* series, thru Charles R. Stuart, San Francisco.

Nash Kelvinator Corp., Kenosha, Wis. (autos, refrigerators), 30 *ta*, thru Geyer, Cornell & Newell, N. Y.

General Brewing Corp., San Francisco (Lucky Lager beer), 30 *sa*, thru McCann-Erickson, San Francisco.

CKCL, Toronto

Leaded-Light Window Craft Co., Toronto *sa* series, thru Commercial Broadcasting Services, Toronto.

Hunt's Ltd., Toronto (chain confectionery stores), 5 *sp* weekly, thru Ellis Adv. Co., Toronto.

Harry D. Reid & Co., Toronto (Klaas Tilly Haarlem oil), *sa* series, thru Tandy Adv. Agency, Toronto.

KECA, Los Angeles

Washington State Apple Growers Assn., Seattle (apples), 5 *sa* weekly, thru Walter Thompson Co., San Francisco.

Western Auto Supply Co., Los Angeles (auto accessories), 50 *sa* and *ta*, thru Dan B. Miner Co., Los Angeles.

KOA, Denver

Perfection Stove Co., Cleveland (cook stoves), 3 *sa* weekly, thru McCann-Erickson, Cleveland.

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 13 *sa* weekly, thru Wm. Esty & Co., N. Y.

WEEI, Boston

Forty Fathom Fish Inc., Boston, 3 *sa* weekly, thru Alley & Richards Co., Boston.

Howard Johnson Restaurants, Wollaston, Mass., 3 *sa* weekly, thru Harry M. Frost Co., Boston.

KFI, Los Angeles

Guaranty Union Life Insurance Co., Los Angeles (insurance), *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WABC, New York

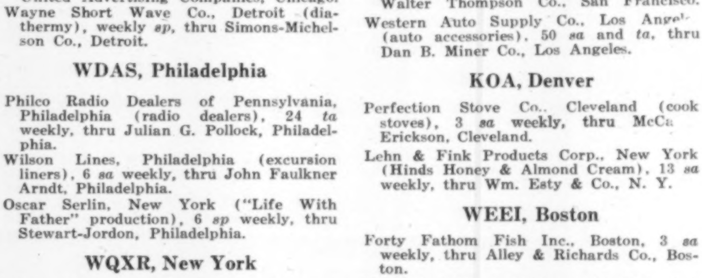
Bookhouse for Children, Chicago (*My Bookhouse* set), 3 *sp* weekly, thru Presba Fellers & Presba, Chicago.

WBBM, Chicago

All-Year Club of Southern California, 2 *t* weekly, thru Lord & Thomas, Los Angeles.

Packard Motor Car Co., Detroit, 6 *ta* weekly and 6 *sa*, thru Young & Rubicam, N. Y.

MONTANA COVERAGE FOR THE COST OF A SINGLE STATION



Programs cleared at the source receive a lower rate.

Box 1956
Butte, Montana

WJMA, Covington, Va., Constructed in a Hurry

IN RECORD-BREAKING time the new WJMA, Covington, Va., authorized less than three weeks ago, will go on the air May 25. Construction permit was issued last April 22 to John and Marcia Arrington, formerly operators of WCHV, Charlottesville, Va., to operate with 250 watts on 1340 kc. Mr. Arrington more recently was manager of WGOV, Valdosta, Ga., and is general manager of the new outlet. Marcia Arrington is to be business manager and secretary-treasurer.

John Bradshaw, formerly production manager of WGOV and WMJM, Cordele, Ga., has been named station manager. Other members of the staff will include: Robert L. Arrington, who was a salesman of WGOV, in a similar capacity; Frank Rapley, from WMJM, and Norman Lewis, from WMGA, Moultrie, Ga., announcers; Charles Gill, formerly of WTAD, Quincy, Ill., and WCBS, Springfield, Ill., chief engineer; Weldon Garber of Covington, engineer. Remainder of personnel will be selected shortly.

WE equipment will be installed throughout and studios will be maintained in both Covington and Clifton Forge, Va. UP news service will be used for newscasts every hour.

Griesedieck Series

GRIESEDIECK BROS. BREWERY, St. Louis (beer), is currently running a varying schedule of three to six-weekly quarter-hour recorded programs entitled *Double Mello Melodies* on KFVS WDWS WJPF KWOS KBTM KGBX WCBS WDZ KDRO KSD KXOK. In addition, two-weekly five-minute news-musical programs are presented on KDRO; 10-weekly five-minute news programs on KFRU; five-weekly five-minute news programs on WJPF and six-weekly 30-word announcements on KSD. Each Monday sponsor presents *Mello Time*, a half-hour variety program featuring local talent, and on Thursday presents *Mello Time Junior*, a quarter-hour program patterned after the Monday broadcast. Agency is BBDO, Chicago.

Transfer of Suit Denied

JUDGE GUY K. BARD, in the U. S. District Court in Philadelphia on April 26, handed down his opinion denying the motion of the National Assn. of Performing Artists to remand its case against WPEN, Philadelphia, back to the Philadelphia Court of Common Pleas. A suit to restrain the station from playing phonograph records, joining three of the station advertisers as defendants, was originally filed in the lower Common Pleas Court by Herbert A. Speiser, counsel for the NAPA. Philip Werner Amram, counsel for the William Penn Broadcasting Co., operating WPEN, several months later had the case transferred to jurisdiction of Federal courts. The action was contested and Mr. Speiser sought to have the case returned to the jurisdiction of the lower court. It was in the Philadelphia Court of Common Pleas that the NAPA won its first legal victory against WDAS, Philadelphia, restraining the station from playing Fred Waring's recordings.

WESTERN ELECTRIC Co., New York, has announced manufacture of a new marine radio telephone, 226-D, capable of communcating with any shore station serving U. S. territorial waters.

Radio Advertisers

HAAS-BARUCH & Co., Los Angeles, to promote Black & White granulated soap, on May 13 starts a thrice-weekly quarter-hour newscast on KECA, that city. Contract is for 52 weeks. Firm, for its Iris Coffee and canned food products, is also currently using 35 spot announcements per week on KNX, and 10 weekly on KHJ. Robert Smith Adv. Agency, Los Angeles, has the account.

VENICE AMUSEMENT PIER, Venice, Cal., in a 30-week campaign started April 30 is using from one to five daily transcribed one-minute announcements stressing Kiddies Day, on seven Southern California stations. List includes KRKD KIEV KMPC KMTR KGFJ KFAC KHJ. United Adv. Agency, Los Angeles, has the account.

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning fluid), has started a twice-weekly quarter-hour news program on KOA, Denver. Contract is for 52 weeks having started May 2. Firm also sponsors a twice-weekly 15-minute newscast, *Bob Garred Reporting*, on 8 CBS-Pacific Coast network stations (KNX KARM KSFO KROY KOIN KIRO KVI KFPY), Thursday, 4:45-4:55 p.m.; Saturday, 7:30-7:45 a.m. Hillman-Shane Adv. Agency has the account.

DODDS MEDICINE Co., Toronto (proprietary), has started announcements on CFAR, Flin Flon, Man.; CFOS, Owen Sound, Ont. Account was placed by A. J. Denne & Co., Toronto.

W. E. BOOTH Co., Toronto (Selo film), on May 19 starts live announcements at various weekly frequency on 25 Canadian stations. Account was placed by Lord & Thomas of Canada, Toronto.

THE *Jolly Polly Party* has been signed for 52 quarter-hour programs on KGKO, Fort Worth, by Pangburn Co., local candy and ice cream manufacturers. Robert Burke, many-voiced comedian, is featured. Several local promotion stunts, including a live parakeet, the Pangburn trade mark, heralded the program. Kane Adv. Co. is the local agency.

SEIBERLING RUBBER Co., Akron, will sponsor *The Sports Final*, with Len Riley, sports commentator, for 26 weeks, six days a week, 5:45-6 p.m. (EST), on WCKY, Cincinnati. Meldrum & Fewsmith, Cleveland, handles the account. Foot Care Institute, Cincinnati, has taken a 9:45 a.m. news spot, six days a week on the same station. The business was placed by Walter Haehnle Adv. Agency, Cincinnati.

D. G. GILL, formerly in the advertising department of Procter & Gamble Co., Cincinnati, has been appointed merchandising manager of the National Refining Co., Cleveland, and also will handle advertising and sales promotion activities.

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
DENVER'S ORIGINAL
24 - HOUR STATION
Represented by Blair

S. F. LAWRASON & Co. Ltd., London, Ont., (cleaning products), has started twice weekly quarter hour organ recitals on CFRB, Toronto, as a test campaign. Account is handled by Norris-Patterson Ltd., Toronto.

LIT BROTHERS, Philadelphia (department store), has expanded its use of radio, leading all other department stores in the city, in taking over the sponsorship of two additional programs. Kay Martin's *College of Practical Knowledge*, Tuesdays and Thursdays, 11:15-11:30, giving household hints and shopping news, is heard on WHAT. For Leonard Shoes, sold exclusively in the store, Lit Brothers sponsors the early morning, ten minute, news commentary on WFIL by *FXD*, the anonymity cloaking Frank Donahue, rewrite man of the *Philadelphia Inquirer*. In addition, the department store continues its sponsorship of the thrice-weekly, quarter-hour *Shopper at the Mike* quiz programs on WFIL, emanating from an improvised studio in the department store. The account is handled direct.

ILLINOIS OIL & FARM OWNERS EQUITY Assn., Centralia, Ill., week of April 21 started a five-week series of eight-weekly quarter-hour transcribed programs on WJBC, Bloomington, Ill.

Yeast-Foam Test

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (Yeast-Foam tablets), through Benson & Dall, that city, in a 13-week test campaign which started April 28, is currently sponsoring the six-weekly quarter-hour *Nightcap Yarns*, with Frank Graham, narrator, on KNX, Hollywood. If test is successful, the firm contemplates expansion of sponsorship in fall to the entire CBS Pacific Coast network. Graham portrays all characters in the night program which is produced by Sterling Tracy. Writers are Jerry Schwartz, Everett Tomlinson, Rich Hall and Joel Malone.

WALGREEN DRUG Co., Chicago (drug chain), consistent user of radio, has increased its station break schedule from one to six-weekly on WGN, Chicago. In connection with the opening of a new store at Syracuse, N. Y., firm will broadcast on May 15 a quarter-hour man-on-the-street interview direct from the scene. Agency is Schwimmer & Scott, Chicago.

WESTGATE SEA PRODUCTS Co., San Diego, Cal. (Breast-O'-Chicken tuna), is using five one-minute transcribed announcements weekly on 9 Michigan Network stations (WXYZ WFDF WELL WOOD-WASH WIBM WBCM WHLS WJIM). Transcriptions were cut by C. P. MacGregor, Hollywood. A free recipe booklet is offered. Agency is Barnes Chase Co., San Diego. Norman R. Barnes is account executive.

LONGINES - WITTNAUER, New York, (Longines watches), is sponsoring a half-hour Sunday evening *Symphonetta* of transcribed orchestral classical music on KYW, Philadelphia, at 5:30 p.m. Agency Arthur Rosenberg, Inc., N. Y.

BUNTE BROS., Chicago (candy) recently started six-weekly time signals and station breaks on WBBM, Chicago. In addition firm renewed its thrice-weekly five-minute news period on WLW, Cincinnati. Both contracts are for 26 weeks. Agency is Presba, Fellers & Presba, Chicago.

WJBC, Bloomington, Ill., has named International Radio Sales as national representative.

"THE CUP'S AT THE FAR EDGE"
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Copr. 1941 John Blair & Co.

YOU CAN MAKE a sales approach to Blair markets — through us — with complete confidence that every detail is right before you *shoot*. In golf there is a correct club for each shot — in Spot Broadcasting there is a correct approach to each market. Let a John Blair man help you plan Spot Broadcasting that goes "straight for the pin" of Results.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave.
SUPerior 8659

NEW YORK
341 Madison Ave.
Murray Hill 9-6084

DETROIT
New Center Bldg.
Madison 7889

ST. LOUIS
349 Paul Brown Bldg.
Chestnut 5688

LOS ANGELES
Chamber of Comm. Bldg.
Prospect 3584

SAN FRANCISCO
608 Russ Building
Douglas 3188

XUM

THE MARKET

GRANTED
5000 WATTS

WSAN
Lehigh Valley Broadcasting Co.
ALLENTOWN, PA.
NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL
NEW YORK OFFICE:
30 ROCKEFELLER PLAZA
CIRCLE 7-0228

RCA Studies Future of Video But Sees Rather Dim Future

Number of Stations and Set Makers Are Needed Prior to Launching; Defense Creates Problem

RCA, which a year ago responded to the FCC's authorization of partial commercialization of television by advertising video receivers to the public on reduced prices and on a time payment plan, thereby causing a cancellation of the ruling and an investigation of the entire television industry, is not expected to take the lead again, now that the Commission has announced the temporary adoption of video standards and the granting of full commercialization for television broadcasts as of July 1.

Instead of announcing an intensive sales campaign for television receivers, RCA at present is "engaged in reviewing the whole subject of television in the light of the new order just issued by the Commission," the Company's president, David S. Sarnoff, told the annual stockholders meeting last Tuesday [see separate story]. Declaring that RCA "will not seek a monopoly in television any more than we have a monopoly in sound broadcasting," he said that there must be a number of stations and a number of receiver manufacturers engaged in television before the medium can be properly launched.

Defense Problems

"We have lost none of our enthusiasm for television," he stated, "nor our faith in its eventual success, but no one company can do it all." He expressed the doubt that commercial television would make much headway during 1941, asserting that advertisers are not apt to be interested in the limited number of receiving sets now available—between 2,000 and 3,000 in the New York area, he estimated.

Mr. Sarnoff did not offer much hope for a rapid increase in the number of television receivers, but on the contrary pointed out the "increasing demands upon our facilities and technical experts made by the requirements of national defense and the matter of priorities which may affect the establishment of new services."

In the field of television broadcasting, NBC executives echoed Mr. Sarnoff's remarks about studying the new FCC rules and regulations and refused to discuss plans for compliance.

CBS television officials likewise were adverse to committing themselves until the Commission's order has been fully analyzed, but did say they were proceeding "step by step" to adjust their plans to the new pattern. It is expected, however, that both the NBC and CBS television transmitters will be ready for operations with the new technical requirements by July 1 and that their program departments will also be ready to supply for set-owners within range of their signals the 15-hour weekly program schedule required.

DuMont Hopeful

Allen B. DuMont, head of the laboratories bearing his name, which manufacture cathode-ray tubes and other equipment as well as television receivers, admitted that any manufacturing prediction is hazardous these days when priority lists are constantly changing, but said that the outlook was hopeful enough so that he is planning to put television sets into production.

"There were 11,000,000 radio sets produced last year," he explained, "and the industry is planning to make an equal number this year. Suppose priorities cut this in half, and that only 5,000,000 sets plus are turned out in 1941. If parts are available for millions of radio sets, there should also be parts for the not more than 50,000 television receivers which might conceivably be purchased this year."

More enthusiasm was expressed at the DuMont television station in New York, where it was stated that construction and installation of equipment is being rushed to completion and that everything is expected to be ready for telecasting on a regular schedule by July 1. Program plans, comprising both live and film entertainment, are also in hand for offering an interesting and varied schedule, it was stated.

Asked how much of a task it will be to convert the television receivers currently in use to the new standards, one eminent television engineer, who asked not to be quoted, said that after cursory inspection of the FCC's new technical requirements he believed that a first class television service man could make the necessary adjustments in about a half-day, probably without having to remove the receiver from the home to shop or factory.

Changes in Receivers

The main changes, he explained, are to revamp the audio receiver for FM instead of AM signals, shifting the deflector circuits to accommodate 525-line pictures instead of the present 441-line images, resetting the tuning apparatus to include the channel now assigned to CBS which was formerly not a television channel, and changing the synchronizing circuits to give the required "flexibility" of reception.

None of these appear to be major changes, he said, although stressing the fact that the new standards will have to be given careful study before the actual plans for making essential alterations in existing receivers are drawn up. Nor has any manufacturer as yet announced whether he will assume the cost of making the changes on the sets he has sold or whether this expense will be charged to the set-owner.

Defense and Video

IN THE FACE of prevalent reports that shortages of strategic materials, stemming from defense manufacturers and priorities acting to cut civilian supplies to the bone, would force a virtual standstill in television development, FCC Chairman James Lawrence Fly at his press conference last Monday indicated the FCC's belief that the industry could and would go ahead with television, both on the manufacturing and broadcasting end. Chairman Fly, declaring he did not think these reports were true, commented: "It is quite conceivable that defense requirements might have an impact on the radio field as a whole. But we have not been notified of any bottleneck reached so far."

Justus Allen

JUSTUS ALLEN, NBC television transmitter engineer, on May 4 died in St. Luke's Hospital, Denver, as the result of an operation for a brain tumor. Previous to his transfer to NBC's transmitter in the Empire State Bldg., Mr. Allen was an engineer of WENR, Chicago.

WEL-HAL BEVERAGE Co., Springfield, Ill. (Moonshine soft drink), on April 28 started *The Street Quiz* on WCBS, that city. Program features Arthur Sieving, local ventriloquist. Contract is for 13 weeks.

WHEN YOU BUY
KFWB
YOU BUY THE
SHOWMANSHIP
RESOURCES OF
WARNER BROS.
CREATORS AND
PRODUCERS OF THE
NATION'S OUTSTANDING
ENTERTAINMENT
KFWB
5000 WATTS FULL TIME
HOLLYWOOD ★ CALIFORNIA
HARRY MAIZLISH, Gen. Mgr. JACK O. GROSS, Sales Manager

First Quarter Net Of RCA Rises 18% Over 1940 Figure

Defense Problem Is Discussed At Stockholders' Meeting

CITING the possibility that development of television, despite the FCC's April 30 authorization of full commercial operation starting July 1, may necessarily be delayed because of shortages in manufacturing materials arising from the defense program, David Sarnoff, president of RCA, reported last Tuesday at the 22d annual stockholders meeting in New York that RCA during the first quarter of 1941 had a net profit of $2,734,572, an 18% increase over the $2,312,893 for the same period last year.

Mr. Sarnoff reported that RCA had a consolidated gross income for the three months ending March 31 amounting to $34,303,324, an increase of $5,992,917, or 21%, over the first quarter of 1940. He pointed out that during 1940 the company increased its gross volume 16% over 1939 levels, with net profits running 13% higher than 1939.

Increased Taxes

He explained that the net profit figure for the 1940 first quarter was arrived at after providing for normal Federal income taxes of $525,800, while the 1941 quarter figure resulted after deducting normal Federal taxes of $1,171,300 plus excess profits taxes of $424,800, or a total of $1,596,100 in Federal taxes.

Stating that "RCA has enlisted in the first line of America's defense on land, on sea and in the air", Mr. Sarnoff said the company has received defense orders and commitments amounting to approximately $36,500,000 and calling for some 11,000,000 man-hours of work in the RCA plants at Camden, Harrison and Indianapolis.

In addition, he said, work on some of the large contracts has been divided with as many as 109 sub-contractors. To supply the Army and Navy with radio and electronic products while continuing to provide for the normal requirements of the public has called for expansion of manufacturing facilities and purchases of materials far beyond the company's normal requirements, with corresponding abnormal cash expenditures, he stated, which were met by borrowing $15,000,000 for five years at 1½%.

Monopoly Report

Giving passing mention to the FCC's chain-monopoly regulations in an addenda to his report, Mr. Sarnoff emphasized the company's activity in supplying defense demands for manufactured equipment and technical service. He indicated that the pressure of these defense orders might force a slow-down in supplying the private domestic needs for radio equipment, including television transmitters and receivers.

"RCA, the pioneer in television research and development in the United States, has always been and is today a believer in the possibilities of the transmission of sight through radio," Mr. Sarnoff declared. "The company is engaged in reviewing the whole subject of television in the light of the new order just issued by the FCC. Important new factors which now must be considered are the increasing demands upon our facilities and technical experts made by the requirements of national defense, and the matter of priorities, which may affect the establishment of new services.

"We may have to divert engineering, facilities and labor more and more from normal work to operations essential to the national interest; we may have to work under reduced allotment of materials in order to complete our obligations to defense. We cannot foresee today the further demands that may be made upon us."

A resolution asking Congress to investigate the FCC's chain-monopoly action was proposed, during the meeting but was withdrawn after Mr. Sarnoff explained that not only RCA and NBC, but the entire broadcasting industry, is involved. He added that Mark Ethridge, representing the industry, was reported to be seeing President Roosevelt that day.

"We should wait for his report before asking for Congressional action", he declared.

Music Situation

Asked about the ASCAP situation, Mr. Sarnoff called on Niles Trammell, NBC president, who briefly reviewed NBC's reasons for not accepting the license offered by ASCAP last year and its participation in the establishment of BMI as an alternative source of music. Explaining that NBC holds approximately 10% of BMI stock, Mr. Trammell said that NBC had paid $189,783 to BMI for stock and license fees for the year ending April 1, 1941, and is obligated to pay BMI $200,388 for the second year.

Since the acceptance of Government consent decrees by both

(*Continued on page on 107*)

Nazis Paid

ASKED by a stockholder at RCA's annual meeting last Tuesday if the company had been paid for the trans-Atlantic messages sent collect to the Nazi government by American citizens a few months ago in response to an offer made on the Nazi shortwave broadcasts to this country, Mr. Sarnoff replied that he was glad to say that the bill had been paid in full.

How They Listen In Rochester

Between 7 and 9:30 A.M.

Authority—Recent Hooper-Holmes' Early Morning Rochester Survey.
(*Complete Data With Quarter-Hour Breakdown Upon Request*)

LISTENING TO W-H-E-C 58%

2ND ROCHESTER STATION 19.9%
3RD ROCHESTER STATION 12.7%
TO ALL OTHERS OR "DIDN'T KNOW" 9.4%
ALL OTHER STATIONS COMBINED 42%

For WHEC leadership rest of day and night, see CBS-CAB Survey advertisements

WHEC
ROCHESTER
N.Y.
Basic CBS - - - Paul Raymer Co. Representatives

Studio Notes

WLW, Cincinnati, has inaugurated *The Pulse of the Press*, a weekly feature designed to reflect public opinions of the Midwest as expressed by editorials of the leading newspapers of the region. Heard Sundays at 9:30 p.m. EST. The series, which consists of excerpts quoted verbatim from the editorials, each quoted by name, features Peter Grant, WLW news commentator and Elizabeth Bemis, woman's commentator for the station.

WCKY, Cincinnati, effective with time changes, will go on the air each weekday morning at 5, the earliest the station has ever signed on. *Gittin' Up Time*, with hillbilly music, will go on the first 45 minutes followed by *Hot Coffee*, which features Al Clauser and his Oklahoma Outlaws, Don Dean's farm news and Gordon Gray as m.c., from 5:45 to 7.

NEW studios, occupying 3,000 square feet of floor space in the Fairmont Hotel, atop Nob Hill in San Francisco, for KGEI, the General Electric shortwave station, are expected to be completed by June 1, E. T. (Buck) Harris, station manager, reports.

WCAU, Philadelphia, will begin construction on May 19 of a new RCA 1-G, 1 kw. transmitter to be used for auxiliary purposes, it was announced by technical director John G. Leitch. Installation, recently approved by the FCC, will be completed on November 19. The new auxiliary transmitter will complement the new WCAU 50-kw. RCA high fidelity transmitter which is being erected at a new site in Moorestown, N. J.

CKWX, Vancouver, B. C., and shortwave station CKFX, on April 23 broadcast the air raid precautions demonstration staged in New Westminster's Queen's Park Arena. The demonstration was realistically staged with sounds of fighter planes, bomb explosions, sirens and the confusion of those on the ground.

WANTED...
in "America's Money Belt"
Enough Flour to Make over 1,440,000,000 Cakes
WNAX
SUGAR
KSO
KRNT
WMT
FLOUR
MINN.
YANKTON
SIOUX CITY
WATERLOO
CEDAR RAPIDS
IOWA
DES MOINES
NEBR.
ILL.
NOTE: Folks in "America's Money Belt" bought more than 768 million pounds of flour last year. Sales this year are sure to be even larger.
WILL YOU SELL IT ?

A BIG appetite is fine . . . when you can afford to satisfy it. And the folks in "America's Money Belt" are happy about the whole thing, when they get up from the table. For flour alone they spend enough to ransom a king, and a couple of dictators for good measure.

Why not step right up and mix yourself a batch of the dough that makes the "Money Belt" the nation's best bet for advertisers? The recipe calls for *one medium* . . . the four-way voice of The Cowles Stations, specially prepared. We're doing it for others, every day. Write, we'll tell you the secret.

WHICH OF THESE DO YOU SELL?

Annual Retail Sales in "America's Money Belt"

Canned Fish . . .	$10,188,579.30
All Cereals .	21,396,016.64
Canned Milk . .	27,370,565.09
Shortenings (Vegetable and Salad Oils) (not including lard) . .	31,209,919.20
All Perfumes and Cosmetics	17,215,412.46
All Soaps .	39,197,765.40
All Canned Fruit and Vegetables	47,731,971.20
Tobacco .	85,649,799.31

The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX

CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

7th Division Session

DISTRICT SALES MEETING of the Sales Managers' Division of the Seventh District NAB took place May 2 at the Biltmore Hotel, Dayton, O. In addition to taking up routine problems, the 25 commercial managers who attend, were addressed by Robert Dunville general sales manager of WLW, who spoke on merchandising, and Leo Schumacher, director of sales education, for the National Cash Register Co,. who gave a pep talk on sales. As a new feature, the meeting auditioned success shows presented by the various managers.

WFMJ, Youngston, O., scored a hit during the six-day showing of the Builders Assn. Home Show in that community when it presented the RCA portable television demonstration. Open daily 2-11 p.m., the WFMJ television theater with a 600 capacity was jammed during the entire stay. Local social organizations, the Boy Scouts, Camp Fire Girls and other civic groups presented televised programs.

WGBI, Scranton, was presented with a testimonial of appreciation at a recent meeting of the Koch-Conley Post 121 of the American Legion. The gesture was the result of the numerous services advanced by WGBI on behalf of the Legion. The meeting was broadcast and the testimonial acknowledged by Chief Announcer Bill Pierce.

WLOL, Minneapolis, has secured sponsorship for practically every angle of its baseball broadcasts this season. Harry McTigue, General Mills' ace sports commentator, arrived from Florida the first week in April to give a play-by-play of both day and night games of the Minneapolis Millers, sponsored jointly by General Mills and Socony-Vacuum. These will be fed to the Minnesota Network. Brownie Beverage Co., distributor of Brownies Root Beer and Sprig, has bought a ten-minute strip before the ball games featuring McTigue in *Baseball Chatter* from the dugout. Shaw Motor Co., distributor of Cadillacs, has bought daily baseball scores by Jerry Harrington. In case of rain, Western Life Insurance Assn. has purchased all baseball spots for a special musical program and baseball score review.

KLZ, Denver, has completed arrangements for a summer series of remote orchestra programs from Lakeside Amusement Park, where name bands play during the summer. In addition to regular dance remotes, KLZ has made arrangements to hold its annual fan picnic at the park. Admission is by tickets given free by KLZ sponsors and all concessions and rides are free or half price. A KLZ talent show is given during the afternoon and the station also gives away free refreshments and a pony to some lucky youngster.

IN VIEW of the rising importance of general industrial relations and strikes in the news, WMCA, New York, is presenting a thrice-weekly quarter-hour *Labor News* program, featuring Elmer F. Andrews, former Federal Wage-Hour Administrator, as commentator.

WNBC, New Britain, Conn., broke ground last week for its new transmitter at Newington, Conn. The new station, equipped as a 5,000-watter and modern in every detail, will be of brick and mosaic. There will be a transmitter room, apparatus room, workshop, emergency power plant, as well as living quarters for the engineers. Some of the high-power equipment will be in a concrete vault under the apparatus room. Rogers Holt is chief engineer.

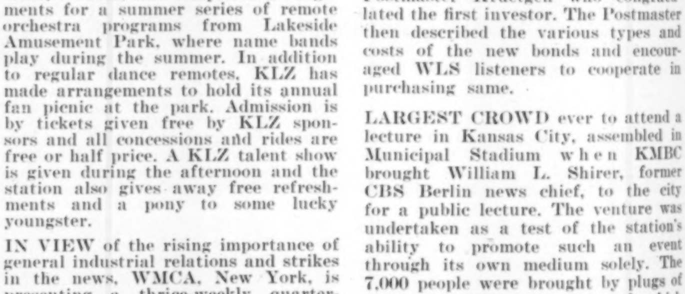
WLAC, Nashville, covered all phases of the opening of the new Vultee Aircraft Co. plant last week. Flying high over the scene in one of the Vultee observation planes, Tim Sanders gave a bird's-eye view of the great plant, while earlier in the day a WLAC mike was at the field when Wendell L. Willkie arrived by plane to take part in the ceremonies. Christening of the first bomber to come off the Vultee assembly lines was a highlight, with the climax coming when WLAC fed Willkie's speech to the entire CBS.

WIRE, Indianapolis, has increased its *Farm & Home* program to a full hour. Dick Stone, Hoosier food expert, has been added to the show which features Pete French as m.c., the *WIRE Farmhands*, and complete market and weather reports. Program is heard Monday through Saturday, 11:30-12:30 noon.

KWKH, Shreveport, La., recently sent its mobile unit to Camp Hulen, Texas, where a large percentage of selectees from the Shreveport area are in training, to interview officers and men in a series of transcribed 15-minute programs. Questions dealt more with the human side of Army life—those the folks back home would like to have answered. The men were even permitted to send greetings to relatives and friends via the discs. The program department of KWKH arranged for these relatives and friends to be present in the studios at the broadcasts to be interviewed for the benefit of the boys listening at Camp Hulen.

WLS, Chicago, had recording equipment set up in Chicago's Post Office when the first buyer of a Defense Bond in Chicago appeared at the window to make his purchase. Mel Galliart, announcer of WLS, interviewed the purchaser and introduced him to Postmaster Kruetgen who congratulated the first investor. The Postmaster then described the various types and costs of the new bonds and encouraged WLS listeners to cooperate in purchasing same.

LARGEST CROWD ever to attend a lecture in Kansas City, assembled in Municipal Stadium when KMBC brought William L. Shirer, former CBS Berlin news chief, to the city for a public lecture. The venture was undertaken as a test of the station's ability to promote such an event through its own medium solely. The 7,000 people were brought by plugs of spot announcements, some of which employed transcribed exerpts from various news reports by Shirer from Germany.


5000 WATTS DIRECTIONAL
WBNX
NEW YORK
TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET–
Metropolitan New York

Agencies

RAYMOND RUBICAM, chairman of the board of Young & Rubicam, New York, will be one of the speakers at the May 28 session of the Advertising Federation of America convention in Boston. Feature of this session, devoted to "What Does Advertising Face in the World of Tomorrow," will be a two-way shortwave broadcast with London, as arranged by NBC.

DON WALLACE, formerly continuity writer of Pedlar & Ryan, New York, has joined the radio department of McCann-Erickson, New York.

GREGORY WILLIAMSON, radio director of Pedlar & Ryan, has been elected vice-president. Other executives of the agency that have been elected vice-presidents are E. C. Bradley, D. K. Clifford, F. R. Coutant, J. P. Hardie and A. E. McElfresh.

JOHN J. CLAREY Jr., foreign advertising manager of Bristol-Myers Co., New York, has been elected president of the Export Adv. Assn., New York, succeeding Peter St. C. Christie, director of international sales of R. B. Davis Sales Co., Hoboken, N. J.

HARRY ACKERMAN, Hollywood producer of Young & Rubicam on the CBS-Gulf *Screen Guild Theatre*, sponsored by Gulf Oil Corp., will take a Caribbean cruise before reporting to the agency's New York office to assume charge of all major shows originating from that city during the summer. He will return to the West Coast in August to prepare the Gulf program for another season. Ackerman is accompanied on the cruise by his radio-actress wife, Mary Shipp.

H. H. DOBBERTEEN, head of the media department of Benton & Bowles, since 1938, has been elected a vice-president. With the agency since 1936, Mr. Dobberteen was formerly associated with Brooke, Smith & French, Detroit. It was also announced by the agency that the radio time-buying division has been merged into the media division; effective May 3.

LAWRENCE O. HOLMBERG, manager of the Chicago office of J. Stirling Getchell Inc., married Lura P. Schreiner, same city, April 26. Holmberg will return to his desk May 26 following a Mexico and West Coast honeymoon.

ROY A. FRANKE, formerly production manager of Burns-Hall Agency, has joined Bert S. Gittens Adv., Milwaukee.

CHARLES DILDAY, formerly sales promotion and advertising manager of the Ajax Rubber Co., has been appointed radio director, and Kenneth W. Sickinger, formerly identified with direct mail services in Chicago and the display departments of midwest newspapers, has joined the retail merchandising department of Western Adv. Agency, with offices in Racine, Wis., and Chicago, according to an announcement by G. B. Gunlogson, president of the organization.

HAROLD ANDERSON, vice-president of McCann-Erickson, San Francisco, and account executive on Standard Oil Co. of California, has been transferred to the firm's New York office.

MARIGOLD CASSIN, for a number of years radio director of the San Francisco office of Erwin, Wasey & Co., is resigning May 15 to freelance in radio production and advertising. She will handle several Erwin-Wasey radio accounts.

H. V. PETERSEN, radio executive of James Fisher Co. Ltd., Montreal, has joined the Montreal office of Stanfield & Blaikie Ltd. He was formerly with the Montreal office of Lord & Thomas of Canada, Ltd.

AAAA Group Elects

CENTRAL COUNCIL of the American Association of Advertising Agencies, which met May 2 at 333 N. Michigan Ave., Chicago; elected John M. McDonald, treasurer of the Buchen Co., Chicago, chairman; Arthur R. Mogge, president of Arthur R. Mogge Inc., Chicago, vice-chairman, and R. J. Scott, partner of Schwimmer & Scott, Chicago, treasurer. Also elected was a board of governors comprising of Mr. Scott, K. Laird, account executive of Young & Rubicam, Chicago; Leon F. Hussey, vice-president of Fuller & Smith & Ross, Cleveland; C. W. Brooke, vice-president and treasurer of Brooke, Smith, French & Dorrance, Detroit. Carry-over members of the board include J. H. Jameson, vice-president of McCann-Erickson, Chicago; Melvin Brorby, vice-president of Needham, Louis & Brorby, Chicago; G. B. Gunlogson, president of Western Adv. Agency, Racine and Chicago; Mr. McDonald and Mr. Mogge.

ETHEL H. GREGORY, formerly radio copywriter of Lord & Thomas and Ruthrauff & Ryan, New York, has joined the radio department of Sherman K. Ellis & Co., New York.

FLORENCE RYDER, production supervisor of Young & Rubicam, resigned effective May 2.

LAWRENCE WYNN, freelance radio writer and producer, has been appointed radio director of H. A. Salzman Adv., New York.

ALBERT SCHNEIDER has resigned from Columbia Management Inc., Hollywood talent agency, to handle Orson Welles exclusively.

CESANA & ASSOC., San Francisco agency, has established Hollywood offices at 6518 Selma Ave. Renzo Cesana is manager. Telephone is Hollywood 8155.

PAUL R. BAUGH, formerly executive vice-president of Blaker Adv. Agency, New York, has joined Erwin, Wasey & Co., New York, in an executive capacity.

KELLY, NASON, New York, has moved from 30 Rockefeller Plaza to 247 Park Ave. Telephone is Columbus 5-6300.

WAXELBAUM & Co., New York, has moved to 132 W. 43d St. Telephone number is Pennsylvania 6-0043.

METROPOLITAN ADV. AGENCY, New York, which celebrates its 40th anniversary this year, has moved to 55 W. 44th St. Telephone number is Murray Hill 2-2220.

J. W. PEPPER Inc., New York, has moved to 1 East 42d St. Telephone is Murray Hill 2-4650.

New Trial Ordered

REVERSING a previous dismissal, the Appellate Division of the New York Supreme Court on May 3 ordered a new trial in the $250,000 libel suit brought by Attorney Moses Polakoff against CBS, American Tobacco Co. and Edwin C. Hill. Polakoff claims he was libeled by Hill on a WABC, New York, broadcast Aug. 12, 1937, in a comment on the trial of Lucky Luciano, for whom Polakoff was acting attorney.

STEWART-WARNER Corp., Chicago, on June 30 will pay a bonus consisting of one week's (40 hours) salary to weekly and hourly employes in all its factories and branches, who have a record of at least one year's uninterrupted service. Others will receive proportionate payments.

KMPC Leaving CBS

SEVERANCE of its affiliation with CBS is being undertaken by KMPC, Beverly Hills, Cal., owned by G. A. (Dick) Richards. Using KMPC as a secondary outlet, CBS has been routing sustainers and a few commercials over the station which couldn't be handled on KNX, Hollywood. Object of the friendly break, it is understood, is to enable the station to strike better deals with unions as an independent, unaffiliated station. Robert O. Reynolds, manager of KMPC, has been ordered to cut the overhead, but encountered objections from the musicians union when he sought to eliminate the six-man orchestra in favor of an organist. KMPC was included in the deal with Richards' owned WGAR, Cleveland, and WJR, Detroit, when those stations signed with CBS after NBC sought to add the latter to its network.

Katz at St. Louis

THE KATZ AGENCY, national advertising representatives, will have a staff of five at the NAB convention May 12-15, headquartering at the Statler Hotel. These will include Eugene Katz, New York; Steve Rintoul, New York; Lowell Jackson and Stanley Ruelman, Chicago, and Gordon Gray, Kansas City.

TURNER Co., Cedar Rapids, Ia., has named W. D. Lyon, of W. D. Lyon Adv. Co., same city, to head the advertising department in charge of Turner microphones and vibrators. Garnet L. Ramsey has been appointed to handle the vibrator export market. Exporting of microphones will remain under the direction of Ad Auriema, New York.

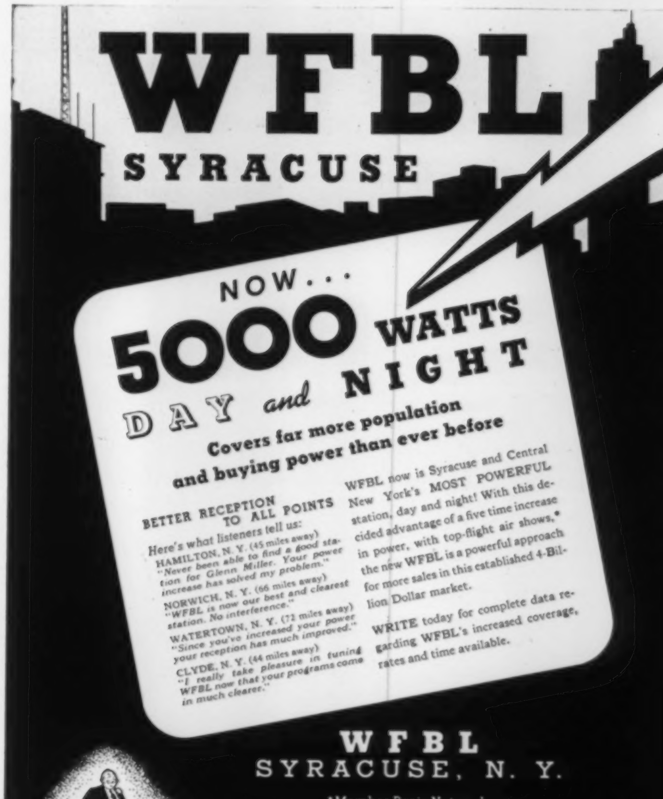
MEETING IS HELD BY 15TH DISTRICT

SOME of the problems to come before the NAB Convention in St. Louis were previewed by members of the Fifteenth District of the NAB, comprising Northern California, when members of the group met recently at the Palace Hotel in San Francisco. The meeting was called by Howard Lane, director of the 15th District, and business manager of the McClatchy Stations in California and Nevada.

Messages from President Neville Miller, C. E. Arney Jr., Frank Pellegrin, Arthur Stringer and Russell Place, all of NAB headquarters, were read and discussed. Lieut. M. O. Atkinson, of the public relations office of the Navy, was a guest speaker, as was Chief Yeoman Howard N. Smith, U. S. Navy Recruiting Office, publicity section and Commander S. S. Reynolds, U. S. Navy, officer in charge of Navy Recruiting in Northern California.

Station managers and executives who attended were: Arthur Westlund, KRE; Howard Walters, KDON; Wilt Gunzendorfer, KSRO; Lincoln Dellar, KSFO; Clifton Howell, KSFO; Ralph R. Brunton, KJBS-KQW; William Ryan, KPO-KGO; William B. Smullin, KIEM; Clyde Coombs, KARM; John Brunton, KQW; Will Thompson Jr., KROY; Haan J. Tyler, KSFO; Harold H. Meyer, KYA, and Lane.

WILLIAM PRICE, for six years editor and publisher of *Hardin County Enterprise* in Elizabethtown, Ky., which he sold last Nov. 1, has applied for a new local, 250 watts on 1490 kc., in Elizabethtown. Application is contingent on WDNC, Durham, N. C., moving to another frequency



WFBL
SYRACUSE
NOW...
5000 WATTS
DAY and NIGHT
Covers far more population and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away) *"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."*

NORWICH, N. Y. (66 miles away) *"WFBL is now our best and clearest station. No interference."*

WATERTOWN, N. Y. (72 miles away) *"Since you've increased your power your reception has much improved."*

CLYDE, N. Y. (44 miles away) *"I really take pleasure in tuning WFBL now that your programs come in much clearer."*

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL
SYRACUSE, N. Y.

*Member Basic Network
Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

AGENCY Appointments

SPRAGUE, WARNER & Co., Chicago (food products), to Newby, Peron & Flitcraft, Chicago. Radio will be used.

MURPHY PRODUCTS Co., Burlington, Wis. (livestock and poultry feed), to Critchfield & Co., Chicago. Currently running five-weekly one-minute spot announcements on WLW, Cincinnati, and KMA, Shenandoah, Ia.; weekly half-hour program entitled *Real Farm Folks* on WDAY, Fargo, the Minnesota network and WMT, Cedar Rapids, Ia.

DAWN PUBLISHING Co., New York, to W. L. Gleeson & Co., Riverside, Cal. Currently sponsoring a quarter-hour transcribed program on 34 stations, expansion to more than 100 stations in this country, Canada and Australia is planned.

PURE MILK CHEESE Co., Chicago (Gold-N-Rich cheese) to Howard Schendorf & Assoc., same city. May use radio in fall.

QUAKER OATS Co., Chicago, has appointed Ruthrauff & Ryan, same city, to handle advertising on its new Oaties, a ready-to-eat oat cereal. Radio is expected to figure in future plans.

TOWNE TALK Co., Los Angeles (Towne Toppings, dessert frosting), to Robert Smith Adv. Agency, Los Angeles. Radio being considered with other media.

DOUGLAS OIL Co., Los Angeles, to H. W. Kastor & Sons, Chicago. Plans Southern California and Washington 60-day spot announcement test campaign starting June 15.

WILCO Co., Los Angeles (shoe dressing), to Elwood J. Robinson Adv. Agency, Los Angeles. Will use daily participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal., starting after May 15.

CHARLES G. NESSLER Co., New York (Firefly Bubbling Hair Rinse), to Kleppner Inc., N. Y. Said to use radio.

COMMANDER LARABEE MILLING Co., Minneapolis (Airy Fairy cake flour) to C. Wendel Muench & Co., Chicago.

WETHERBY-KAYSER SHOE STORES, Los Angeles to Sidney Garfinkel Advertising Agency, San Francisco.

BREWING CORP. OF AMERICA, Cleveland, Ohio, to Hubbell Adv. Agency, Cleveland.

GORDON BAKING Co., Detroit, to Geyer, Cornell & Newell, Detroit.

PILOT RADIO Corp., Long Island City, N. Y., to Grey Adv. Agency, N. Y.

REPUBLIC STEEL Co., Cleveland, to Baker & Baker & Assoc., Cleveland (for Toncan Culverts, Drainage Products adv.).

VANCOUVER EXHIBITION ASSN., to J. J. Gibbons Ltd., Vancouver, B. C. Newspapers, radio, outdoor, transit space and direct mail will be used.

from Salt Lake City
KSL
Is the ONE Station listened to MOST in the Mile-High Market
50,000 Watts—CBS Affiliate
Regularly Reaches 256,400 Families who Regularly Spend $347,005,000 in Retail Stores Every Year
EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

NAB Ready For Meeting

(*Continued from page 20*)

discussion include headliners on the national scene. They are Major Gen. Robert C. Richardson Jr., public relations director of the Army; Comdr. H. R. Thurber, public relations officer of the Navy; FCC Chairman James Lawrence Fly, who also heads the Defense Communications Board; Lowell Mellett, director of the Office of Government Reports and the President's No. 1 public relations advisor.

The pre-convention activity, aside from the special meetings which have been or may be scheduled by the networks, actually began Sunday. The NAB Public Relations Committee, headed by Edward Klauber, executive vice-president of CBS, planned a session to consider his prospectus for the creation of a $500,000 "grass roots" campaign to indoctrinate the public with the philosophy and purpose of radio by the American plan.

This project already has aroused some opposition and an alternative plan, to create a separate department within the NAB to carry on this type of work, probably will be projected either to the committee or to the convention itself. It is certain to arouse floor discussion because it ties into the whole question of the industry move to head off the trend toward more and more regulation without public understanding or participation.

Golf Tournament

The BMI board of directors, headed by President Neville Miller, meets Sunday evening, after which NBC holds its affiliate session, at which time Niles Trammell will make a pronouncement on NBC's position with regard to the network monopoly order.

The Monday session is given over entirely to committee and subsidiary organization activity, as well as the golf tournament for the BROADCASTING Trophy. Although the tournament is scheduled for 2:30 p.m. on the official agenda, foursomes teeing off in advance of that time will be regarded as qualified entries, it has been ruled by the golf committee.

In addition to the national defense session Tuesday, the reports of the various NAB departments will be delivered, including the annual report of President Miller. Group meetings will be held that afternoon, and will include those of IRNA, NIB, sales managers group, clear channel group, regional channel group and local channel group.

Following the practice established last year, breakfast sessions, with NAB staff directors presiding, will be held Wednesday and Thursday. These will begin at 8:30 and include national defense, with Edward M. Kirby, NAB director of public relations and chief of the radio branch of the War Department, presiding; broadcast advertising, with Frank E. Pellegrin presiding; engineering round table, conducted by Lynne C. Smeby, NAB director of engineering; foreign language broadcasting, with President Miller presiding; law round table, led by Russell P. Place: labor, wages and hours, with Joseph L. Miller, NAB labor relations director, in charge; and research, presided over by Paul F. Peter, NAB director of research.

The Wednesday business session will be given over primarily to copyright. With President Miller wielding the gavel, reports will be made on BMI by Sydney M. Kaye, vice-president and general counsel; Merritt E. Tompkins, vice-president and general manager, and Carl Haverlin, station relations director.

BMI Formula

The music situation discussion will be continued in the afternoon, and it is expected that BMI will project its formula for compliance with the consent decree, providing both a per-program and blanket license method. The ASCAP-MBS proposal also will be taken apart during these sessions. Copyright insurance, recording standards and the daylight saving time issue will be covered at the closing session Wednesday afternoon.

An evening session on Wednesday, beginning at 8:30, to discuss the radio spectrum, also has been scheduled. Facsimile, FM, television and international shortwave broadcasting will be covered.

At the concluding session Thursday, there will be the breakfast roundtables. The regular business session will cover commercial aspects, including code provisions, the unit plan of volume measurement, broadcast advertising, and a speech by Col. Willard Chevalier, publisher of *Business Week*, on planning for post-war business.

At the afternoon session, to be presided over by Samuel R. Rosenbaum, president of WFIL, chairman of IRNA and chairman of the NAB labor committee, labor problems will be covered. Joseph L. Miller, NAB labor relations director, will open the discussion.

Election of six directors at large and the network directors will occur at the late afternoon session, along with balloting on the selection of the 1942 convention city. The business sessions of the convention are slated to close with the adoption of resolutions. The annual convention banquet will be held in the New Jefferson Hotel at 7:45 p.m.

The newspaper-radio committee, at the call of Chairman Hough, will meet on Friday morning at the New Jefferson. This will be followed by a morning session of the newly elected board of directors.

WMAZ, WCAX Receive Grants to Boost Power

WMAZ, Macon, Ga., was granted a construction permit to increase its night power from 1,000 to 5,000 watts, with an increase in hours of operation from limited to unlimited time on 940 kc., in an action announced May 6 by the FCC. The station has been operating temporarily with reduced power fulltime.

WCAX, Burlington, Vt., was granted a construction permit to change frequency from 1230 kc. to 620 kc., increase its power from 250 watts to 1,000 watts day and night, with a transmitter removal and a directional antenna for day and night use.

KFUN Principals File Petition for New Station

HAVING earlier in the year surrendered a construction permit for a new station, KFUN, in Las Vegas, Nev., the principals of the now extinct Las Vegas Broadcasting Co. Inc. [BROADCASTING, Jan. 13], have applied to the FCC for a new station in Las Vegas, N. M.

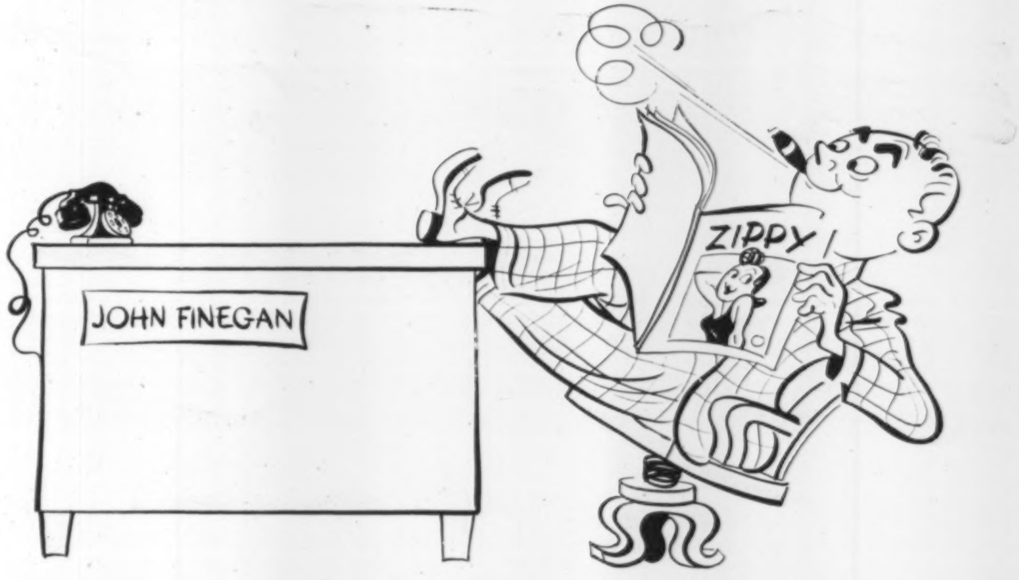
Applying under the name of Southwest Broadcasters Inc. for 250 watts on 1230 kc. are Ernest Thwaites, retired railroad executive residing in La Jolla, Cal., with an 82% interest; his son, Ernest N. Thwaites, formerly connected with KVSF, Santa Fe, N. M., 16.6%; Dorothy G. Thwaites, .7%.

WTCN Is Unaffected

THE "realignment" of newspapers in the Twin Cities, under which the Star-Journal and Tribune Co. will be holding company for the city's three newspapers [BROADCASTING, May 5] will in no way affect the ownership or operation of WTCN, according to C. T. Hagman, general manager. The *St. Paul Dispatch* and *Pioneer Press*, Ridder newspapers, continue to own 50% of the station, and the F. E. Murphy estate and Kingsley Murphy, stockholders in the *Minneapolis Tribune*, continue to own the remainder.

LIFE CAN BE A THING OF BEAUTY,

Mr. Transcription Buyer



LOOK at John Finegan, for instance... Right now he's sitting on top of a mighty ornery little problem — the most important transcription job he's ever run into, with RUSH signs written all over it!

But John isn't worried. Ten minutes ago he put his *formula for tough ones* into action by picking up his phone and giving us his headache.

And he knows from experience that there won't be any hitches on his job. When he saunters over to our new Columbia Transcription Service, there'll be a studio cleared and waiting for him. All the equipment he needs — and it's the most modern in the world — will be at his exclusive disposal until he has finished recording. With NO DELAYS or INTERRUPTIONS.

And, incidentally, he'll get as slick a set of ultra high-quality transcriptions as ever dazzled a client. Why don't you join John in the ranks of Columbia's happy, carefree transcription buyers? Try us on your next assignment — we have studios waiting for you in New York, Chicago and Hollywood.

Columbia TRANSCRIPTIONS

MADE BY THE COLUMBIA RECORDING CORPORATION • A SERVICE OF
THE COLUMBIA BROADCASTING SYSTEM

Trade Marks "Columbia," and Reg. U. S. Pat. Off.

REVIEW OF 1940-41 ACTIVITIES OF THE NAB

SINCE the 1940 convention in San Francisco, the NAB and all its departments have had a busy fiscal year, as evidenced in these reviews of the activities of the various NAB divisions. A complete report on each department's activities will be offered by department heads at the 1941 convention in St. Louis.

PUBLIC RELATIONS

Ed Kirby, Director

THE ACCENT of radio's public relations is on 1941 not 1940. The industry is faced with a war emergency on one hand and a regulatory death struggle on the other.

The American system of privately owned and competitively operated broadcasting is facing the most crucial test in its brief but brilliant 20-year record.

For every consideration of self interest must be submerged in service to national defense. Radio has a twofold mission: To keep the nation informed, and to inspire loyalty of country, a pride in the Army and Navy, as the facts warrant. Its mission, also is to open channels of trade and commerce, and thus justify its economic existence; to interest and retain large audiences of people before their loud speakers that maximum numbers may be reached instantly, when information must be relayed to the civilian population without loss of time or coverage—and thus justify its social being. The one makes possible the other.

It must, in addition, continue to provide opportunity for the expression of honest diversity of opinion and ideas in accord with the democratic principles we are defending, that truth and the facts may come out, upon which we may base a course of common action.

At the same time, the microphone must be denied to those who would foul its naturally simultaneous unifying character by promoting social, racial or religious strife and discord; it must be denied those whose alien-inspired demands for broadcasting time are for no other purpose than the promotion of civilian and military hysteria and confusion.

Fortunately, this country has seen examples of both types of broadcasting at work abroad.

Again we know that what does *not* go into the microphone is as important as what does.

The beginning and end of all radio problems lies in the character and quality of program service broadcast and heard.

It is time we start our public relations thinking in the program department. In the critical days ahead, new and greater demands are going to be placed upon the limited hours available for broadcasting.

There is immediate need for a broader interchange of information, ideas and experiences among all stations through the NAB. There is immediate need for a broader coordination of program effort, for an expansion of contact work with press and other media, and among all social and governmental agencies, telling, interpreting, designing the story of radio. There is immediate need of a central NAB clearance agency that, from the ever-increasing multiplication of demands, program priorities may be established so that prime time is available for prime purposes; that the right time is not given to the wrong person or group.

Throughout the past year a consistent effort has been made to drive home the importance of a free American radio. The campaign was inaugurated at the San Francisco Convention where a plaque symbolic of freedom of the air was dedicated at the Golden Gate Exposition, with simultaneous ceremonies at the New York World's Fair.

It is gratifying to report that both the concept and the phrase "freedom of the air" have now become part of the language of the day.

At Radio's Twentieth Birthday Party held in the Hotel Willard, Washington, last November, both President Roosevelt and Wendell Willkie congratulated the industry for its fairness in the heated presidential campaign, and declared that a free American radio must continue to rank alongside a free American press as cornerstones of American democracy.

The industry continues to receive social and commercial benefits from the operation of the NAB Code. This will be especially marked during the development of the war-emergency.

The development of the George Foster Peabody Awards for Public Service Broadcasting was one of the public relations highlights of the year.

LABOR RELATIONS

Joseph L. Miller, Director

SINCE the time of the organization of the NAB labor relations department three years ago American industry has been plagued by labor trouble — particularly during the last year. The broadcasting industry has been one of few exceptions.

Paying its employes well, obeying the law and constantly seeking to understand labor's viewpoint on all questions of mutual interest, it has enjoyed three years of comparative peace. The industry's labor policy is highly respected in the business world and by labor and government as well. The NAB proposes to continue its current labor policy during the coming year.

FCC figures, for the week of Oct. 15, 1939, indicate that broadcasting employes, excluding executives, received an average weekly wage of $41.08. With the FCC's next report expected to show an increase, it is likely that broadcasting will remain at or near the top of the list of employing industries. On a basis of all fulltime employes, including executives, as of Oct. 15, 1939, the average wage of 19,883 employes was $45.92.

Labor Act Problems

The headache coming with initial application of the Fair Labor Standards Act of 1938 gradually is wearing off. The remaining dull pain results largely from the disappearance of the give-and-take arrangement regarding working hours that went on between employer and employe in the industry before the wage-hour law went into effect. Some relief came last fall with a redefinition by the Wage and Hour Administrator of "executives", "administrative employes", "professionals" and "outside salesmen", four classes of employes who need not be paid overtime.

Only one station got into any serious wage-hour trouble during the year, resulting from misunderstanding of the application of the Act. This spring the labor relations director has proceeded to secure further clarification of the status of broadcast technicians and engineers under the Act, stemming from a series of conferences and field inspection trips with wage-hour officials.

During the last eight months the National Labor Relations Board has cited only two stations for violation of the Wagner Act. This record is far from bad, considering the number of complaints in other industries and the number of instances in which broadcasters have dealt with labor unions for the first time.

There have been only two actual strikes in the industry during the last eight months, although several incidents have led to temporary withdrawal of union musicians from broadcasting stations. During a period when strikes made the headlines almost daily, the lack of

BALTIMORE INSTITUTIONS:

FORT McHENRY
Birthplace of
"The Star Spangled Banner"

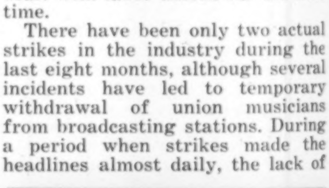
and

WFBR
Maryland's Pioneer Broadcast Station

WFBR, owned and operated by Baltimoreans and for Baltimoreans, has been a part and parcel of Baltimore tradition ever since there was such a thing as radio. ● That public acceptance of WFBR *as an institution* gives more "pull" to your radio advertising when you use WFBR.

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR
National Representative: Edward Petry & Co.



WCKY-UP NEWS
with
REX DAVIS
THREE TIMES DAILY

any serious labor trouble in the broadcasting industry is a tribute to the industry, its employes, and the labor unions it deals with. Good wages, good working conditions, fair dealing and law obedience have paid dividends.

Arbitration is a well-established principle in the labor policy of the broadcasting industry. Its extension is constantly advocated by the NAB as fundamental to the development of sound labor relations.

Union Activities

Only a few local incidents have marred eight months' peaceful relationship between the industry and the AFM. The incidents grew out of expiration of quite a few local contracts in January, when the local unions in some cases demanded increased employment or expenditure for musicians. Only a few of these cases remain unsettled at the moment.

The Associated Broadcast Technicians Unit of IBEW (AFL) has continued a successful organization drive throughout the country. The union indicated April 15 that it had contracts covering technicians at 150 stations, with organization or negotiations under way in at least 75 others.

The American Federation of Radio Artists (AFL), busy with projects previously undertaken, has not expanded its territory appreciably. Last fall the issue of whether Chicago staff announcers should receive extra pay for local commercials was settled by mediation and compromise. The "Chicago Formula" for payment of staff announcers is one of four now in effect. Negotiations toward an AFRA transcription code, covering actors, announcers and singers on transcribed programs, have continued throughout the winter and spring.

Although the International Alliance of Theatrical & Stage Employes (IATSE-AFL) maintains it has certain jurisdiction in television, jurisdictional issues in this field have not yet come to a head. The union also recently laid claim to network sound-effects men, with AFRA disputing the claim.

American Communications Assn. (CIO) continued to confine to northeast metropolitan centers its efforts to organize technicians, announcers, salesmen and office help.

The American Newspaper Guild (CIO) did not enlarge its activities in the broadcasting field.

When the NAB code was adopted two years ago, we were quite sure we could count on an unqualified endorsement from organized labor. It turned out that labor was not with us 100%. However, a great majority of labor leaders have given the code their enthusiastic support. We have heard nothing but praise of the national network policy in regard to the amount of time accorded labor leaders and government officials dealing with labor problems. Labor locally also has fared well under the code.

KLZ, Denver, claims to be the first station in the Rocky Mountain area to establish its own shortwave listening post. New receiving equipment has been installed at the transmitter and a high-powered speaker set up in the newsroom at the downtown station. Some members of the news staff of the station plus interpreters, will cover foreign broadcasts.

PROMOTION

Arthur Stringer

NATIONAL DEFENSE, radio's 20th birthday, reallocation and "listen before you vote" were focal points of this department since last August. Continued aid to national defense was in line with the directors' "Defense of Nation" resolution adopted at the San Francisco convention.

The industry showed its willingness, ability and capacity for cooperating with the Government in this emergency period. The fact that this assistance was self-imposed has resulted in outstanding service to this country without destroying listener interest.

Through the NAB over 700 stations pledged their cooperation to secure skilled manpower for national defense projects by broadcasting power announcements.

Through radio at least 325,000 skilled workers were added to national defense employment rolls up to April 15, 1941, according to U. S. Civil Service Commission figures. Station announcements were credited with the procurement of embryo flyers for the air services as well as the large enlistments in other branches.

Stations throughout the year cooperated extensively with selective service and the Dept. of Justice's alien registration. Currently plans are being formulated in connection with the Treasury's sale of securities.

NAB for many months prior to the reallocation conducted a campaign to inform the public as well as all trades related to radio of the details of the new setup. Support to this successful move by the NAB was given by utilities throughout the nation, department stores, grocery chains, gasoline and oil companies and through members of the Radio Manufacturers Assn.

Radio, through NAB promotion, is credited with helping to bring 49,808,624 voters to the polls in the 1940 Presidential election, an increase of 4,200,000 over the record 1936 election.

Radio's 20th birthday was celebrated throughout the country Nov. 11-30, 1940. Station personnel proved adept in building listener interest in radio programs which focused attention on radio's contribution to the American Way.

LEGAL DEPARTMENT

Russell P. Place, Counsel

ACTIVITIES of the Legal Department for roughly eight months since the last annual meeting:

Congress: To date no adverse legislation has been enacted. In the field of copyright, Executive E, the International Copyright or Berne Convention Treaty is again before the Senate.

State Legislation: Legislatures in 48 states have been in session this year. District Directors cooperated with counsel by appointing broadcasters in each State, and wherever possible in the State Capital, to serve as legislative contacts for NAB. By providing an additional safeguard against overlooking the introduction of bills affecting radio, and liaison for communication on legislative matters in

MR. AND MRS. PETER RABBIT
DID YOU SAY A MILLION?
MR. AND MRS. JACK RABBIT
NO... I SAID A BILLION!

A billion rabbits in one house would be news! And a billion dollars in wholesale sales in any market is news too. The wholesale sales in Memphis and the Mid-South market total $1,082,032,870.00. You can see why Memphis, the 32nd city in population, ranks 17th in wholesale trade volume throughout the United States. And WMC, the pioneer radio voice of Memphis and the Mid-South, is the station that influences these sales.

DOLLARS AND DEFENSE

More than $80,000,000 in defense projects are being spent in Memphis and the Memphis market. This arsenal of the Mid-South includes the $25,000,000 Tennessee Powder Company, the $7,000,000 Fisher Body Bomber Parts Plant, and the $12,000,500 United States Army Supply Depot.

5,000 Watts Day
1,000 Watts Night

WMC

NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

Chiefly of note was introduction of 35 so-called "anti-ASCAP" bills in 18 States. Other than enactment of the Wisconsin law to provide effective enforcement of existing provisions relating to investigators and music brokers, no such bills have been enacted. The NAB did not encourage or support such legislation. The Montana law was repealed.

The Perry bill to bar off-the-air recording of broadcasts was again introduced, in somewhat different form, in New York. New York State Broadcasters persuaded the author to strike the enacting clause, and the measure was killed.

Oregon passed a radio libel law, relieving broadcasters from liability for radio defamation unless the plaintiff can prove that the broadcaster failed to exercise due care. A similar bill was vetoed by the Governor of Washington.

Litigation: The position of the NAB in RCA v. Whiteman was sustained in the Circuit Court of Appeals and again in the Supreme Court, thus establishing the law, except in Pennsylvania, that broadcasters are at liberty to play phonograph records without license from the record manufacturer of the performing artists.

Facilities Contract: Nearly five months were required in conference with the AAAA Time-Buyers' Committee to determine that complete reconcilement of views on certain provisions was impossible.

FCC application forms: An NAB committee was successful in securing amendment to the standard and FM forms which greatly facilitates filling out of these forms.

HIGHLY PLEASED with the thought of a day's freedom from duties, Frank Quinn (left), manager of KOB, Albuquerque, hands over the station keys to Claude Mann, Albuquerque high school senior. Mann was elected by his classmates as "student manager" for KOB on "Students' Day" when radio classes of Albuquerque High School and University of New Mexico had complete charge of the station's activities.

ENGINEERING

Lynne M. Smeby, Director

OF PRIME importance during the past NAB year has been the reallocation that took place on March 29, 1941. Plans were started over a year ago to meet the emergency of a short notice period. This planning was formulated in meetings of the engineering committee and contacts with the FCC engineering department. The consulting engineers were invited to a special "Reallocation Meeting" of the executive engineering committee held in Washington. The director of engineering had prepared a 13-page analysis of the directional antennas that were to be shifted in frequency. This analysis was used as the basis of discussion.

Subsequent to the reallocation meeting, it occurred to the director that it would be helpful in making the changes if the normal test period from 1 a.m. to 6 a.m. were extended to midnight to 7 a.m. This was discussed with Andrew D. Ring, FCC engineer in charge of broadcasting, and the members of the executive committee. The approval of the committee resulted in NAB officially requesting this extension and the FCC granted the request. Many engineers have reported that this additional test time materially aided them in making the changes.

The director has also worked with Arthur Stringer for over a year on plans for the promotional work in connection with the reallocation. Technical articles on the reallocation were written for the NAB Reports, BROADCASTING, radio trade journals and servicemen's magazines. A frequency log was also prepared by the director and this was extensively used by broadcasters and used by many who made up logs for general distribution.

Engineering Conference

NAB again officially cooperated in the Fourth Ohio State Broadcast Engineering Conference. This was held in February at Columbus. The preliminary program for the Conference was formulated at NAB headquarters during a two-day visit by Dr. W. L. Everitt, Director of the Conference.

Before the last convention the engineering committee instituted proceedings for broadening the scope of NAB to include not only standard band, but also any other broadcasters. This culminated in a suggested by-law revision that was adopted by NAB at San Francisco. All broadcasters are now eligible for NAB membership and a number of high frequency stations have joined.

The FCC engineering department has had under study for some time, an alteration in the RSS method of rating interference, suggested by NAB. With the reallocation out of the way, the FCC engineering department is again active in considering this matter. It is hoped that this controversial rule will be modified soon.

In line with its broadened scope, NAB participated in the deliberations of the National Television System Committee. John V. L. Hogan served on the main committee as NAB representative and the director was a member of one of the panels and also Mr. Hogan's alternate on the main committee.

During the past few months, discussions have been held with station managers, agency men and engineers concerning the divergence of quality on records and transcriptions produced by various companies and played on machines manufactured by various companies. The engineering committee passed a resolution recommending that NAB coordinate a plan to formulate recording and reproducing standards. This resolution was referred to Neville Miller for consideration by the executive committee and the project was subsequently authorized. Time has been asked for at St. Louis during the annual convention for open discussion of this project. It is planned that the work of formulating standards will be inaugurated by the engineers at the IRE Convention in June at Detroit. Everyone interested in the subject, whether he be an NAB member or not, will be invited to participate in the work.

All FCC Engineering hearings of general interest, including the monopoly hearing, during the past year, have been attended by the director and reported in the NAB Reports.

The director was appointed Neville Miller's alternate on the domestic broadcast committee of the DCB and was appointed NAB technical advisor. The director is serving as chairman of one of the subcommittees.

A revision of the handbook is nearly completed. The time necessary to do this job has been seriously curtailed by other more pressing matters such as, work in connection with the reallocation and work in connection with the defense committee. It is anticipated that the revision will be ready for distribution shortly.

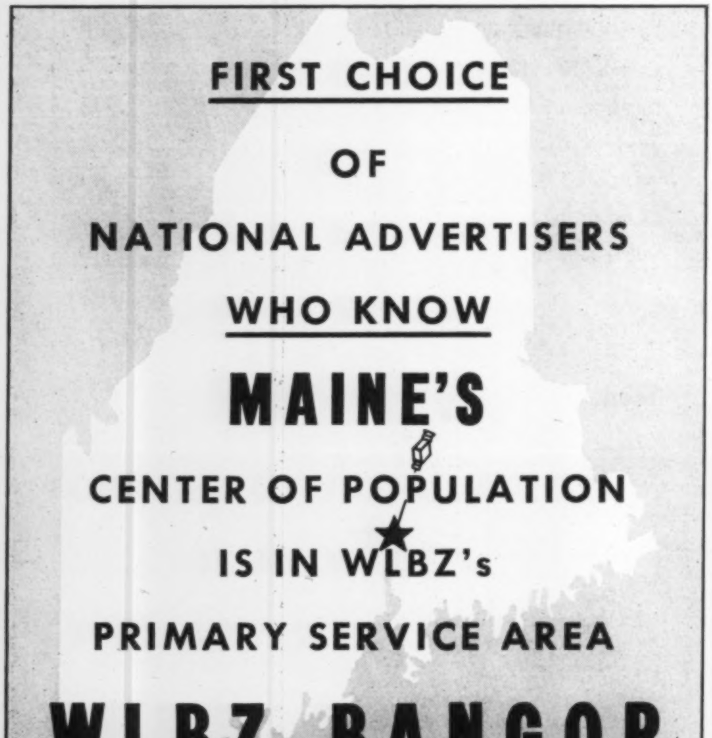
The engineering committee met Jan. 9, 1941, in New York and on Feb. 19, 1941, at Columbus. An Executive Engineering meeting was held Sept. 26, 1940, in Washington.

SECRETARY-TREASURER

C. E. Arney, Jr., Assistant to the President

THE NINE months that have intervened since the 1940 convention have been unusually active and busy ones at NAB headquarters. The work incident to the music controversy consumed a great deal of the time of the staff but, nevertheless, the other activities of the association have been maintained upon a constructive and active basis. Every effort has been made to operate the association in a manner that will best serve the interests of broadcasters in every field of their activity. The association has been operated well within the limit of the funds available.

The membership of the NAB as of May 1, 1941, stands at 547, an increase of 87 members since the date of the last annual convention in San Francisco in 1940. The



FIRST CHOICE
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NATIONAL ADVERTISERS
WHO KNOW
MAINE'S
CENTER OF POPULATION
IS IN WLBZ's
PRIMARY SERVICE AREA
WLBZ-BANGOR
NBC 620 KC YN

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH
or THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

membership is composed of 526 active and 21 associate members. Included in the 526 active members are 6 FM stations which were admitted to membership during the past year.

Associate Members

During the year, your board of directors approved a plan of associate membership which has met with success. Six industries and trade lines closely allied with radio broadcasting are now eligible for associate membership in NAB as follows: Transcription companies, equipment manufacturers, station representatives, news services, telephone and telegraph companies, and market research organizations. These companies hold from one to four $250 units of associate membership depending on their gross volume of business. We now have 21 associate members holding 35 units of membership. Included in these 21 members are 7 transcription companies, 10 equipment manufacturers, 3 station representatives and 1 research organization.

Active membership, has been increased to its highest point in NAB history.

The financial records were audited at the close of the calendar year. Their report is available to any member. During the year 1940 we operated well within our budget and are at present within the budget as approved for 1941.

Financial statement shows receipts of $274,531.71 and disbursements of $247,017.39 for the association for the nine months since the 1940 annual convention.

Whereas activities have increased greatly during the past year, the payroll on April 1, 1941, lists only 29 full and part-time employes as compared to 26 employes reported at the last convention, a net increase of only 3 employes.

BROADCAST ADVERTISING

Frank E. Pellegrin, Director

FROM May 1939 to Jan. 31, 1941, the NAB Bureau of Radio Advertising served the entire industry in commercial aspects of its business. Under the direction of Samuel J. Henry Jr., this bureau started many services and activities.

With Mr. Henry's resignation Jan. 31, 1941, the sales managers committee recommended and the board approved the abolition of the Bureau and the creation of the Department of Broadcasting Advertising as a branch of NAB. Frank E. Pellegrin was named and on April 1 assumed his duties.

Department's Aims

The aims and policies of the department are:

To promote the use of radio as an advertising medium; contact with advertising agencies, manufacturers, trade associations and helping sales departments of member stations sell more radio time; to uncover new fields for revenue; to develop dealer-cooperative advertising; to eliminate discrimination by advertisers against radio; to gather files of success stories; to advise new stations in organizing sales departments; to encourage and give attention to requests for advice from stations and advertisers; to cooperate with broadcasters, agencies and advertisers to increase effectiveness of the medium; to cooperate in agency recognition; to study trends of consumer groups; to build toward a weekly published report to sales managers; to participate and secure adequate representation of radio at meetings and conventions of other groups such as AAAA, NRDGA, ANA etc.; to maintain governmental and informational contacts; to study promotion and merchandising; to make available a study on standards of practice; to encourage standardized uniform radio contract and other forms.

Other field work has entailed trips to NAB district meetings and meetings of sales managers' divisions, and direct selling trips to call on advertisers and agencies.

The department has continued its investigation of requests for free time and for contingent or preinquiry deals, and has enlisted cooperation of stations and endeavored to convert the advertiser to the proper use of radio on the basis of established rates.

Work has been started by this department in cooperation with the department of research to interpret the "Broadcast Advertising Record" (formerly the Unit Plan of Volume Measurement), to develop this into a practical means of increasing station revenue.

WLW, Cincinnati, to cooperate with the national defense program on April 25 started remoting its popular quiz show, *Scramby-Amby*, sponsored by the Walter H. Johnson Candy Co., Chicago, direct from Army camps for the entertainment of soldiers.

Shea Given WE Leave

T. E. SHEA, engineering vice-president of Electrical Research Products Inc., a subsidiary of Western Electric, has been granted an indefinite leave of absence to participate in important studies for the National Defense Research Committee. Dr. E. M. Homan of ERPI's Hollywood office will direct the company's motion picture engineering activities for the duration of Mr. Shea's leave.

RESEARCH

Paul F. Peter, Director

THE NAB Research Department has materially expanded its work since the San Francisco convention in August, 1940.

The NAB Board of Directors and the San Francisco convention approved the "Unit Plan for Measuring Broadcast Advertising Volume" which called for the collection of monthly information from radio stations giving a list of accounts and products advertised with basic information on source of business, type of rendition, broadcast time, broadcast length and the number of times per month. The information was collected to be tabulated in terms of time units by classes of accounts to fulfill the need in the industry for an analytical record of business done which can be used by the radio industry in selling more broadcast advertising.

The approved plan authorized experimental operation to the end of the year 1940 and asked that ap-

900,000 RADIO HOMES
CLEAR CHANNEL
50,000 WATTS
WHAM

The World with a fence around it

Frankly WHAM doesn't give you the whole world in its primary area. But it does give you a profitable chunk of it. WHAM's world, all fenced in, ready for delivery to your doorstep is made up of 43 counties. Here, WHAM's clear channel 50,000 watt signal brings dependable day and night reception of audience-favored national and local programs to more than 900,000 radio homes—at a cost to you of approximately one third the cost of localized coverage of the same area.

50,000 Watts . . . Clear Channel . . .
Full Time . . . NBC Blue and Red Networks

National Representatives:
George P. Hollingbery Co.

WHAM
ROCHESTER, N. Y.

"THE STROMBERG-CARLSON STATION"

XUM

Fully Equipped to Render
Prompt, Accurate Service

- Allocation Engineering—
- Directional Antenna Design, and Proof-of-Performance.
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- Frequency Measurements—

Commercial Radio Equipment Co.
Radio Engineering Consultants

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Kansas City,
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Hollywood, Calif.

"Good Engineering Is Good Business"

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Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

propriation be made to continue the service until the Research Committee and the Research Director could recommend a permanent plan of operation.

The experimental operation has been concluded. "Broadcast Advertising Unit Reports" were released for each month, September through December, 1940. Considerable time was spent in investigating various means of presenting the information and, for that reason, no definite schedule for the release of information has yet been evolved.

Beginning with the January analysis, the Unit Plan will be operated under the name "Broadcast Advertising Record". January "Broadcast Advertising Record", published and released in the week of May 5, is a completely new report —revised—a new format to increase the value of this sales tool to individual stations.

Operation of Record

During the experimental period, the research department has experimented with a station reporting system designed to minimize the work involved in station cooperation. It is termed a "write-back" system. Essentially, it involves submitting forms on which the previous month's business is typed for the station's correction to conform with the current month's business. A service is rendered the station by rearranging the accounts in the exact classification of advertiser used in the Record. This furnishes the station an analysis of its business which may be compared directly with the Record tabulations. Experimentation with this system of reporting has established its value and the research committee has decided to adopt it as standard procedure as soon as a final budget for the entire operation is adopted.

On recommendation of the research committee and the director of research, the NAB board of directors authorized the publication of a "Survey of Urban Radio Listening in the United States". The field work of the Survey was conducted by quarter during the years 1938 and 1939 by the research organization, Crossley Inc., for CBS and the NBC. The method employed in developing information on radio ownership and listening habits is basically the same as that used by the Joint Committee on Radio Research in conducting the Rural Radio Ownership Study published in 1939.

On March 24, the publication "Urban Radio Listening in the United States" was mailed over Neville Miller's signature to the NAB membership, principal radio advertisers and advertising agencies—a mailing list of some 8,000 names.

Method Studies

The NAB Research Committee also undertook a study of methods used in measuring program audience since the San Francisco convention. The committee invited the C. E. Hooper organization to present to it a report on the method employed in the "Hooper Radio Report 'National Returns' on Radio Programs." The method report, submitted to the research committee by Mr. C. E. Hooper and Dr. Matthew N. Chappell of C. E. Hooper Inc., shed much light on the operation of the telephone coincidental method and sought to establish the merit of the method in competition with all others employed.

Facilities Contract

The director of research was appointed a member, ex officio, of the NAB's 4A conference committee. This committee was appointed by the Association to meet with a time buyers' committee of the American Association of Advertising Agencies to effect needed changes in the "standard order blank for spot broadcasting", published in 1933. Numerous meetings of the NAB committee, alone and in conference with the 4A committee, resulted in the publication, Jan. 7, of the "Standard Facilities Contract (recommended by NAB)". Publication of this form was pursuant to the instructions of the executive committee of the NAB board of directors.

AAAA objected to certain features of the facilities contract and joint meetings of the two committees were resumed. After a series of meetings, a revision of the contract was submitted to the NAB board and approved. The new form, labeled "Agency Contract (recommended by NAB, March 21, 1941)," was published in the NAB Reports, March 21. Subsequent to the publication of the March 21 Agency Contract form, the 4A's registered objections to certain features of it. It is quite apparent that the two committees cannot reach complete agreement on the subject. However, the industry has gained much by the work of the 4A conference committee. Discussions are continuing on developing a recommended invoice form.

Census of 1940

NAB Research Department has been in contact with the Bureau of Census during the past year and has assembled a complete file of census information released to date. Considerable information has been released on the Census of Manufactures, the Agriculture Census, the Census of Business and preliminary detail breakdowns of the Population Census.

No information has been released to date on radio ownership which was obtained in the Housing Census. The original schedule of the Census Bureau was to start releasing radio figures by state early in 1941.

The Research Department also has conducted surveys on daylight saving time, programs originating at Army posts, and merchandising policy and practice.

C & S Hunts Program

STANDARD BRANDS, New York, is looking for a summer replacement program for the *Chase & Sanborn Program* during July and August, when Edgar Bergen and Charley McCarthy take their annual vacation. On those nine Sundays the 8-8:30 p.m. spot on the Red Network will, according to present plans, be devoted to advertising Royal Desserts instead of the coffee usually plugged during the program. Agency for Chase & Sanborn is J. Walter Thompson Co., New York. Sherman K. Ellis, New York, handles the Royal Desserts advertising.

in the CONTROL ROOM

EUGENE KAARI, chief engineer of WSOO, Sault Ste. Marie, Mich., on May 10 married Marian Sand of Ironwood, Mich.

T. L. WILSON, formerly of the KSL, Salt Lake City, engineering department, and now with RCA in Camden, and Mrs. Wilson are the parents of a daughter born last March 23.

A. A. (Bud) SOVEREIGN of the engineering staff of WNAX, Yankton, S. D., is the father of a baby boy.

AUSTIN A. HARRISON has been appointed chief engineer of KGNF, North Platte, Neb., succeeding J. B. Eaves who has been called to duty with the Naval Reserve.

JOHN E. (Gene) CARPENTER has been appointed a permanent member of the engineering staff of KOA, Denver.

WILLIAM L. FOSS, onetime chief engineer of WCSH, Portland, Me., and a former Washington consulting engineer, on April 29 was granted Patent No. 2,239,672 covering a radio alarm system which he has assigned to Howton Radio Alarm Co., Seattle.

I. E. DICKINSON, chief engineer of KMJ, Fresno, Cal., has been called to active duty with the Naval Reserve and has been assigned the post of Commanding Officer of Section 3, Naval Communications Reserve. He is in charge of the training of Naval Reserves communication personnel in Central California.

JAN KING, technician, formerly of KINY, Juneau, Alaska, is now on the engineering staff of KXA, Seattle, Wash.

VAL STRANGE, technician, formerly of KFIO, Spokane, Wash., has been added to the staff of KVI, Tacoma, Wash. Ernie Estes, recently called to active duty in the Navy, has returned to civilian life and is back on the engineering staff of KVI.

DAN HINES, engineer of WWL, New Orleans, has been commissioned as a second lieutenant in the Army Air Corps and will be communications officer for the 122nd Observation Squadron.

TOM McCLELLAND, chief engineer of KLZ, Denver, has been ordered to report to Annapolis as an ensign in the Naval Reserve.

LOU PATBERG, engineer of WWL, New Orleans, has resigned to become a monitor officer with the FCC. Bobbie Grevemberg has been transferred to the WWL transmitter replacing Tony Maggiorie who is returning to the studio. Johnny Daspits, professor of physics at Loyola U, will again be studio relief engineer for summer vacations.

ALVIN BARNARD and Art Brudwig, of the technical staff of KGW-KEX, Portland, have been called to service. Barnard will take over radio instruction in the air corps at Scott Field, while Brudwig will become radio inspector on the Pacific Coast for the Navy department.

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

FACSIMILE receiver installed by WOR at Fort Dix, N. J., is transmitting Army news once a week. Private Charles Davidson, former WOR engineer now at the Fort, looks over the report as it comes into the recreation center, where the receiver has been placed, available for all soldiers to read. At present WOR is devoting two hours, from 2 to 4 a.m. each Tuesday for transmission of Army material. The service at present consists of material from the *Fort Dix Gazette*, a newspaper written by the men at the center.

WLWO Sponsors

AMERICAN SAFETY RAZOR Co., Brooklyn, is sponsoring *Micro Fonicas Deportivas Gem*, quarter-hour sports resume on WLWO, Cincinnati shortwave station, each Tuesday and Thursday at 6:30 p.m. Bayer Co., New York (Bayer's aspirin), has renewed its 13-week contract on the same station for sponsorship of *Bajo el Cielo de Mexico*, Thursday 9-9:15 p.m.

New Pen Test

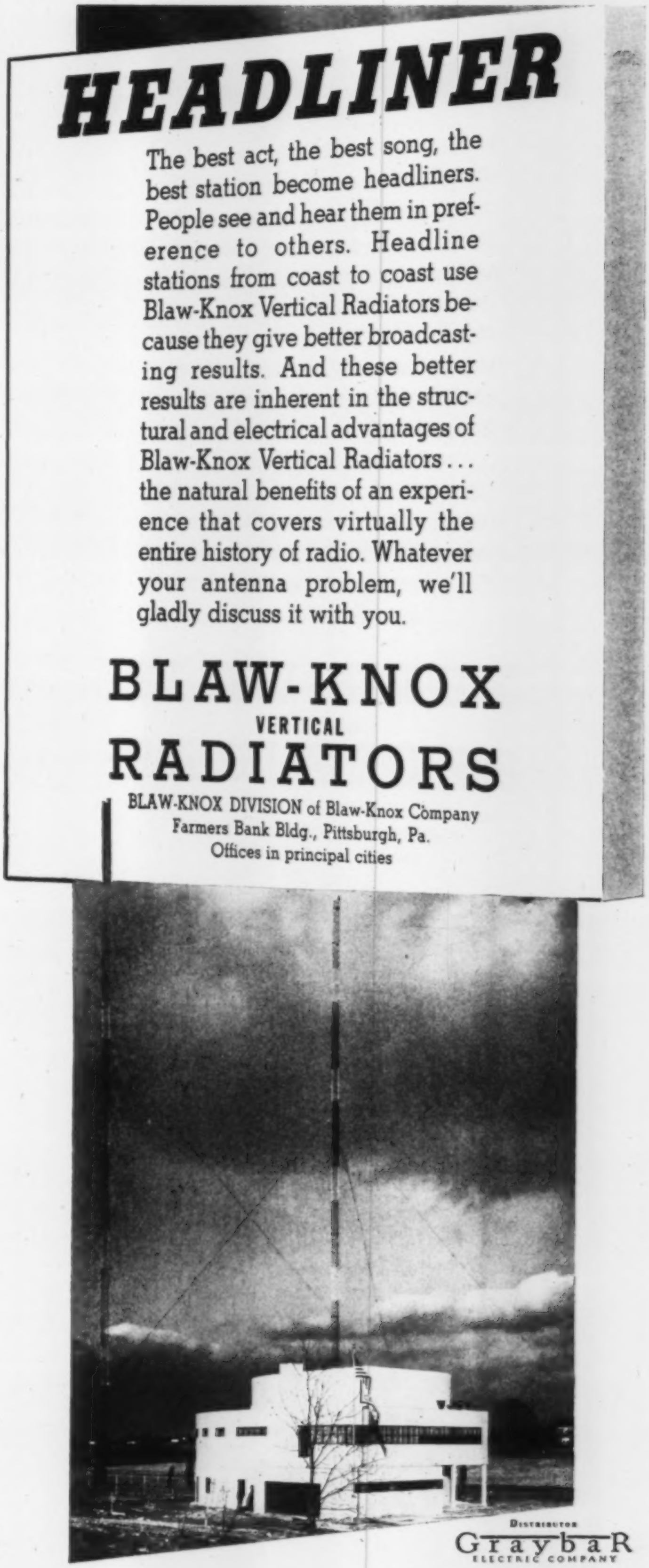
HAMILTON FOUNTAIN PEN Co., Chicago, new to radio, on May 5 started a test campaign of six-weekly spot announcements, 5 and 15-minute recorded programs on six stations. If campaign proves successful station list will be expanded. Agency is Frank R. Steel Assoc., Chicago.

Hoffman Spots

HOFFMAN BEVERAGE Co., Newark (soft drinks), has started one-minute transcribed announcements on six New York stations: once daily on WOR and WJZ; twice daily on WMCA, WNEW, WHN; and thrice daily on WINS. BBDO, New York, is agency.

New Philco Contract

PHILCO RADIO & TELEVISION Corp., Philadelphia, signed a new contract providing a pay raise and vacations for workers at its plant with the radio and television workers union, Locals 101 and 102 of United Electrical Radio & Machine Workers of America. The agreement gives employes a week's vacation with pay, a substantial increase in wages and an extra premium for working the second and third shifts. Effective May 1, it is estimated the increased compensation of employes resulting from the new labor agreement will amount to $400,000 a year.



HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators . . . the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

DISTRIBUTOR
GraybaR
ELECTRIC COMPANY

NEW YORK SESSION OF NAB COMMITTEE

THE NAB executive committee held a five-hour session in New York last Wednesday on the network monopoly regulations and copyright, among other things, with Fred Weber, of MBS, practically opposing the field on the trade association's position.

While no formal announcement came from the session, President Neville Miller stated that the various industry problems discussed would be reported to the NAB board of directors at its pre-convention meeting in St. Louis on Monday (May 12) for whatever action deemed necessary.

Attending were President Miller; John Elmer, WCBM, Baltimore; John A. Kennedy, WCHS, Charleston, W. Va.; Paul W. Morency, WTIC, Hartford; and Don Searle, KOIL, Omaha, members of the committee, with Edwin W. Craig, of WSM, Nashville, and Herb Hollister, of KANS, Wichita, absent. Also present but only as observers were Edward Klauber, CBS executive vice-president; Frank M. Russell, NBC Washington vice-president, and Fred Weber. Ralph Brunton, KJBS, San Francisco; Harold V. Hough, WBAP-KGKO, Fort Worth; and John H. Rand, who accompanied Mr. Hough, were present did not participate in the discussion.

Copyright Studied by Justice Dept.

(*Continued from page 93*)

roster a detailed analysis of his objections to the proposed contract.

NAB President Neville Miller similarly had asked MBS affiliates to await the convention, a move that brought strong condemnation from MBS General Manager Fred Weber. ASCAP, meanwhile, appeared to be marking time, waiting for developments. While conversations are going forward with other stations and station groups, nothing has crystallized and nothing likely will before an expression from the NAB membership in St. Louis.

Mr. Shepard, in his May 6 letter, also expressed the view that the ASCAP-MBS proposal did not comply with the Government consent decree. He said he had asked ASCAP to submit a contract for stations owned by the Yankee Network on a "per-program basis", without the guarantee, which he viewed as in violation of the Government decree.

The Shepard Letter

The full text of Mr. Shepard's letter follows:

On Friday, April 25, a meeting of the Mutual shareholders was held, at which time it was resolved that ASCAP proposals be submitted to the members and affiliates of Mutual for approval, and which, if approved by a majority, would be accepted by Mutual to the extent that Mutual would then enter into a contract with ASCAP for the purpose of broadcasting ASCAP music over the Mutual Network.

On May 1, the Mutual copyright committee addressed a letter to the members and affiliates of Mutual, in which the so-called advantages of the proposals were pointed out.

That letter does not indicate the position taken by Hulbert Taft and myself, nor does it attempt to give the reasons which caused me to oppose the plan, which has been recommended to you.

As a shareholder and director of Mutual, I believe I owe you the duty and obligation of explaining why I opposed the plan and why I still oppose it.

(1) The Mutual proposal, as it was put up to me, involved Mutual putting ASCAP music on the air over the stations owned by the Yankee Network as soon as a majority of Mutual stations had agreed to allow Mutual to deduct the cost. As a businessman, I did not and still do not want to be in a position in which I am carrying ASCAP music on network programs without having an opportunity to negotiate a contract for my local needs. Once I put ASCAP music on the air under a contract running over eight years, which Mutual was to sign, I felt, and still feel, that I would have lost my trading position.

A Chance to Study

From experience I know that there is a great difference between the general language of a proposal and the actual provision of a contract and that many points come up in drawing a contract which are not included in the general language of a proposal.

Mutual has not explained to me what will eventually happen to the stations owned by the Yankee Network if a majority of stations assent to the proposal. They have indicated to me that we will receive "free service" for a few months, but after all, this is a contract for more than eight years that Mutual proposes to make.

I felt that each and every affiliate of Mutual should have an opportunity to study the plan as it affected their individual operation as well as the operations of Mutual, and if the plan was accepted, that all stations should have an opportunity to negotiate and sign an individual contract with ASCAP before putting music back on the air. I am convinced that sooner or later, after Mutual puts ASCAP music back on the air, that I will be compelled for practical reasons to sign an individual contract with ASCAP, whether or not I consider such contract reasonable. Those reasons still hold good. On further examination of the proposals, I have these additional reasons among others:

(1) The "per program" single station license proposal does not, in my opinion comply with the consent decree because it contains a minimum guarantee.

I have asked ASCAP to submit a contract to me for the stations owned by the Yankee Network on a "per program" basis without a guarantee.

(2) Objectionable to me in this contract is the fact that no provision is made in case of a program containing one number of ASCAP music and several numbers licensed by others.

(3) The accountings called for in this proposal are unnecessarily burdensome.

(4) ASCAP only agrees to maintain during the term of the agreement substantially the existing *domestic repertoire.* In my opinion the word substantially should be clarified by agreeing that if any of the ten leading publishing members of ASCAP shall at any time resign from ASCAP, it is agreed that that would substantially reduce their domestic repertoire.

Foreign Repertoire

This proposed agreement also makes no provision for reduction in case ASCAP loses their foreign repertoire, for which ASCAP pays to various foreign societies 10% of their total income.

In past years, under the ASCAP license, stations I believe have used 10% or more of the music which they played from these foreign catalogues. Under the ASCAP proposal there is nothing to prevent ASCAP from dropping this repertoire without any reduction in their charges, and thus making it necessary to take out a separate license with the foreign societies at, of course, a total increase in cost.

I was also influenced by the fact that ASCAP's repertoire today is not as large as it was under our former contract with ASCAP. This is occasioned by ASCAP's loss of the Marks catalogue and by the loss of a great amount of their repertoire of South American music.

(5) The ASCAP proposal states that when the total payments per annum made by any licensee to ASCAP shall be less than 2% of the total "net receipts" of the station for broadcasting facilities, then ASCAP may require the licensee to change to the blanket license basis for the remainder of the term. If such payments amount to more than 5% of the "net receipts" of the station, the station has the right to change to the blanket license basis. This is unfair in my judgment in that when a station saves over 1% it is forced to the blanket license, whereas it has to pay 2% more than the blanket license before the station can change.

A Matter of Definitions

(6) This proposal, as well as the proposal for blanket single station license specifies "net receipts" as being construed to mean the gross amount paid by the sponsor for all local broadcasting facilities less rate card discounts (quantity and/or frequency) and all or any advertising agency commission not to exceed 15% actually allowed and paid to a recognized advertising agency.

The term "gross amount paid by sponsor for all local broadcasting facilities" is not clear; it should read, in my opinion, as follows: "Gross amount paid by sponsor for time on air for all local broadcasting." One field representative of ASCAP has al-

VT.
N.H.
The Central New England Market
MASS
TTS
WORCESTER
SPRINGFIELD
UNCLAIMED
HARTFORD
CONN.
R.I.

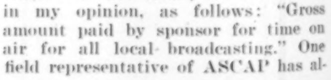
COVERING THE VITAL MIDRIFF
VT
N.H.
MASSACHUSETTS
WORCESTER
CONN.
R.I.

Here's a Center Cut—
All Solid Market

The Central New England Market of more than 1,000,000 people, centers around Worcester, reaches into New Hampshire and dips into Connecticut. These people are over-average as skilled workers, and as food and drug buyers. They draw over-average pay too. And they're loyal to one radio station — WTAG. Your New England appropriation or your test market calls for this coverage.

WTAG
WORCESTER

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



The Pioneer Voice of Kansas
KFBI
WICHITA
5000 day
1000 nite
1070 Kc.

XUM

ready stated that the way this is now drawn he interprets it to mean the amount paid by the sponsor means not only for time on the air, but for talent and lines as well, thus proving my thought that this is ambiguous.

(7) In negotiating with ASCAP for licenses for the stations owned by the Yankee Network, I want it to be clear before signing any such license that claims made by ASCAP on these stations in the past for payment on the so-called free hours are waived by ASCAP.

(8) This proposal does not specify that any amount paid to Mutual or any other network by the station as a sustaining fee is to be deducted from the station's local sustaining fee as specified in this proposal.

Many of these objections in single station contracts apply with equal force to the contract which Mutual recommends signing for the network.

More Objections

Referring to the "advantages of proposal" in the Mutual letter of May 1, the following are reasons why I cannot concur with all of these and the numbers which I shall use coincide with the numbers given to the so-called advantages in that letter.

1. This fails to take into consideration the offer of March, 1940, that was made by ASCAP to the vast majority of Mutual affiliates.

3. As previously pointed out, this contains a guarantee which was not contemplated by the affiliates who have insisted upon a measured use plan.

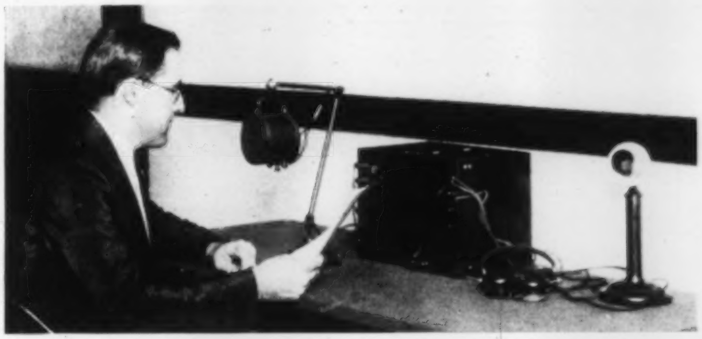
4. I cannot see how most stations doing $150,000 a year would be able to pay for an additional source of music. While this does not directly affect the stations owned by the Yankee Network, I am unwilling as a shareholder and director of the Mutual Network to allow this statement to go unchallenged in view of the fact that I am convinced that numerous stations affiliated with Mutual would in my opinion pay more for additional music than would be saved under this proposal.

8. This is mandatory under the consent decree. I believe, however, that Mutual should be entitled to deduct all legitimate network operating expenses not only lines and sales cost, and if Mutual has the future which I believe it has, this proposal for deductions as drawn will not include all of the legitimate expenses of operating a network.

10. The contract, when drawn, should definitely cover the matter of arrangements and it is not satisfactory to me that one publishing member of ASCAP has stated that there is no intention on the part of the publishers to make a charge for any such arrangements inasmuch as he can only speak for himself. To my mind, ASCAP can require additional payments under the proposed contract from any station that is using arrangements and before I sign any contract with ASCAP, I want this definitely covered.

12. I feel that the most favored nation clause is largely nullified when Mutual puts ASCAP music back on the air because it then affects my trading position and ASCAP having a favorable contract with Mutual, it is difficult to conceive of ASCAP making a more favorable contract with someone else and thus having to make a more favorable contract with Mutual.

I have not discussed with you whether or not the proposed plan may run counter to some of the provisions of the recent FCC Monopoly Order relating to the terms of contracts with affiliates.



FIRST BROADCAST of what became NBC's *Farm & Home Hour* from KDKA in 1923. The first public broadcast had been made only 18 months before. Frank Mullen, the broadcaster, admits his salary was $7.50 a week as radio editor, producer, script writer and spieler for *The National Stockman & Farmer*. He was fresh out of the Army and the staff of the *Sioux City* (Ia.) *Journal*, where he conducted the farm news page.

WCAD, St. Lawrence U Station, Quits; Operating Costs Force Trustee Action

ONE of America's oldest non-commercial educational broadcasting stations, WCAD, licensed to St. Lawrence University at Canton, N. Y., will voluntarily cease operations at the end of this month under an edict of the board of trustees of the university meeting in Canton May 5. The board decided that broadcasting activities of the university will henceforth be carried on through the facilities of WSLB, Ogdensburg, N. Y., a privately-operated commercial station, according to Richard C. Ellsworth, university secretary and radio chairman.

The station, known as the "Voice of the North Country" for the last 17 years, operates part daytime only on 1250 kc., and has been used for experimental purposes and instruction in broadcasting. It was estimated that more than $75,000 has been spent in supporting WCAD, which has never accepted commercial accounts, while not more than 20 students had obtained jobs in radio as a result of their training.

Because of its limited time operation, annual operating expenses have averaged only around $5,000 a year, which was appropriated from the general income of the university, where at present there are some 25 students enrolled in various radio courses.

The station was established in 1924 by Dr. Ward C. Priest, head of the physics department, with the cooperation and assistance of Owen D. Young, chairman of the board of General Electric Co. and a St. Lawrence alumnus and trustee. Harold K. (Hal) Bergman and Ellis L. Manning doubled as announcers and technicians along with Dr. Priest; Mr. Bergman is now manager of the station.

The demise of the station was forecast earlier this year when it was reported that the university would have difficulty in defraying the estimated $4,000 cost of shifting WCAD's frequency from 1220 to 1250 kc. under the Havana Treaty. This estimate proved high, but FCC requirements demanded new types of transmitting equipment and other modernization which the trustees felt was too costly. Hence the eventual decision to sign off permanently.

About two years ago Harold B. Johnson, publisher of the *Watertown* (N. Y.) *Times*, made a lease agreement with the university, of which he is also a trustee, to take over the operation of WCAD and move it into Watertown. The deal was held up by litigation involving various other conflicting applications for facilities in Watertown, and later the FCC granted Mr. Johnson's newspaper a construction permit for a new 500-watt daytime station on 1300 kc. in Watertown (WWNY).

SALES GO SOARING
WHEN YOU USE
WBNS
COLUMBUS
WBNS
CENTRAL OHIO'S ONLY CBS OUTLET.
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KSTP

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STATION OF THE STARS

preferred most often by most listeners in the 7th retail market

50,000 WATTS
CLEAR CHANNEL

NBC
BASIC RED NETWORK

REPRESENTED NATIONALLY BY EDW. PETRY CO.

Merchandising & Promotion

Week of Cotton—Chicago Schedules—Cigarettes For the Soldiers—Shots at the Tower

NATIONAL advertisers using regular network programs and stations throughout the country are cooperating this week and next in the promotion of National Cotton Week, May 16-24, jointly sponsored by the National Cotton Council of America and the Cotton Textile Institute.

Special scripts and transcriptions have been sent to stations for local broadcast in varied areas, with spot announcements heard daily under sponsorship of local textile and merchandising concerns.

Among the national advertisers saluting the 11th annual Cotton Week on NBC, CBS and Mutual programs are: Lever Bros. Co.; Procter & Gamble Co.; Adam Hat Stores; Gallenkamp Stores; B. F. Goodrich Co.; W. T. Grant Co.; Melville Shoe Stores; Firestone Tire & Rubber Co.; Sears Roebuck Stores, and United Dollar Stores. An estimated total of $3,000,000 will be spent for all advertising and promotion for the event, according to Charles K. Everett, merchandising director of the Cotton Textile Institute.

* * *

At the Food Show

TYING-IN its food products sponsors in a novel way, KROW, Oakland, Cal., recently completed a week of exclusive broadcasts from the Alameda County Food Show, held in Oakland. A number of the station's major programs, sponsored by food companies, were originated from the show. The station tied up with the *Oakland Post Enquirer* one day in broadcasting a cooking school class. The station maintained an exhibit at the show, where microphone personalities greeted the public.

Harum in Syracuse

A NATURAL ANGLE was exploited by WSYR, Syracuse, to promote its *David Harum* series. The book was written by a late Syracusan and the scene was laid in Homer, a small town 35 miles from the city. Interviews were held with many residents of the town who knew the famous character, in a special broadcast. For several issues preceding the broadcast from Homer the leading paper plugged the Harum show with front page space. Special display windows in stores in Homer and several announcements plugged the program.

* * *

Disc Campaign

COMPLETE sales campaign is submitted by Kasper-Gordon, Boston, for its transcribed series, *Fun With Music*. The series is designed for music merchants, with discs featuring Dr. Sigmund Spaeth, tune detective. A book by Spaeth is used as giveaway to get store traffic.

* * *

All About the Change

ACQUAINTING listeners with the change of time KTSA, San Antonio, distributed 4,000 booklets listing the new time of programs each day. Also in the booklet are pictures of KTSA personnel and talent.

Theatre's Studio

THREE San Francisco stations—KFRC, KSAN and KGO—are collaborating with the Telenews Theatre, newsreel house, in mutual promotion, broadcasting more than 120 programs a week from the special radio studios in the basement of the theatre. Each program mentions the point of origination. The entire news staff of KSAN, headed by Bob Davies, works day and night in a glass-enclosed newsroom at the theatre, in view of patrons. INS and UP printers are installed. Ten five-minute newscasts are broadcast on the hour, starting in the forenoon and ending late at night. KSAN also broadcasts quiz shows, commentators and a weekly roundtable on current events from the theatre. KFRC and KGO use the studios for a variety of broadcasts.

* * *

Bowling Quiz

QUIZ SHOW for bowlers will be started May 16 by WPEN, Philadelphia. Called *Bowling for Ten Pins*, each week representative teams from factories and offices in the city will be pitted. Quizmaster will be Bill Vriner, president of the Philadelphia Bowling Assn., and bowling experts will serve as judges. Individual and team prizes will be donated by bowling alleys. Questioning will follow the bowling pattern, with strikes, spares and poodles, and points for keeping score will likewise be in the manner of a bowling game.

* * *

Weekly Analysis

PROBLEM of keeping distant sales representatives in close touch with changing conditions of market and competition is met by WCAU, Philadelphia, through a weekly "Analysis Letter." Prepared by Promotion Director Joe Connolly and released in mimeo form, the letters tabulate new market developments, statistics, list new station success stories, and X-ray the trade paper advertising and promotional copy of other Philadelphia stations. This new stunt has already proved helpful.

Summer Time

THE CASE for summer radio is exhaustively outlined in a 19-page NBC promotional booklet issued by the Blue network and titled *Hot Months for Radio Advertising*. With charts, audience surveys and economic studies, the booklet demonstrates "eight Blue summer points":

There will be more radio sets in operation this summer than ever before; There will be a wider variety of programs this summer; more listeners will listen more hours per day than ever before; incomes are greater during the three summer months than during any other quarter save one; people spend money during the summer—at the same rate for everyday necessities, at an increased rate for summer products; the results of advertisers who have used radio through the summer prove its value; products with the largest summer market are the same products that are benefited by radio advertising the rest of the year; the Blue offers year-round advertisers a rebate which can be considered a reduced summer rate.

* * *

Log With Plants

GARDNER NURSERY Co., Osage, Ia., currently using transcribed and live programs and announcements on nearly 300 stations in the United States, Alaska and Canada, during the week of April 21 to 26 offered to send with each shipment of plants a radio log giving all the new frequencies of stations throughout the country. A previous offer, made early in April, proved so successful that the nursery decided to repeat it, according to Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, which handles the account.

* * *

Schedules Released

WGN, Chicago, in May started a file-size mimeographed schedule of it's educational and classical musical programs. Similar mailing pieces will be sent out monthly to music and women's clubs, libraries and high schools in the Chicago area.

* * *

Chicago Schedule

MORE THAN 226,000 official schedule booklets of the Chicago Cubs' games have been given to baseball fans in the Chicago area by WBBM. Nine pages of station promotion are included in the presentation.

RWM

RAYMOND M. WILMOTTE

Consulting Radio Engineer

BOWEN BUILDING, WASHINGTON, D. C.

DESIGNER OF FIRST DIRECTIONAL ANTENNA CONTROLLING INTERFERENCE

CANADA
MINNESOTA
WHLB
Virginia
WMFG
Hibbing
Lake Superior
WEBC
Duluth
Superior
WIS.
Hit the Sales Bulls-eye
IN THE RICH ARROWHEAD REGION OF MINNESOTA WITH THE ARROWHEAD NETWORK
General Offices
WEBC Building
Duluth, Minnesota

Nobody's Children

AIMED to bring to the public a sharper consciousness of the orphaned or half-orphaned child's plight, *Nobody's Children*, on MBS—Don Lee features dramatization of actual case histories taken from files of the Children's Home Society of California. Interviews with one of the children from the institution are held each week. Youngsters, however, are not permitted to listen to the preceding dramatic sketch. Endorsing the program are twenty film stars, who, in addition to making guest appearances, contribute $10 apiece weekly toward "upkeep" of the series for the entire 13 weeks period.

* * *

Smokes for Soldiers

GRAHAM'S, Springfield, Ill. (restaurant) has started a thrice-weekly five-minute musical program of patriotic theme on WCBS, same city, as a stunt to give soldiers and sailors free cigarettes. The restaurant is offering, via radio, a card which is punched each time a purchase is made and for every $5 in business, two packages of cigarettes are sent to boys in the Army or Navy. Customers designate where the tobacco is to be sent. Series is titled *Smokes for Soldiers & Sailors*. Account was placed direct.

* * *

Tower Shots

CAMERA CONTEST with the three 500-foot antenna towers of the new WBAL, Baltimore, transmitter, located near Pikesville, Md., as the subject, is to be conducted May 5-20 by the station. The best shot will get $25, second $10 and the third $5. The next 22 will get $1 each. All entries will be displayed in WBAL's reception room for the week beginning May 25.

BROCHURES

WSB, Atlanta—Lithographed booklet "In the Public Interest" with photostatic copies of letters from civic, educational and religious leaders commending WSB for its public service.

WIBW, Topeka—Leaflet with circle cut on front flap, in which is pasted a compass; on the outside is the slogan, "How to chart your Kansas sales course to more sales".

NBC-RED—Two 11 x 17 maps of the U. S. with the daytime and nighttime coverage area of the Red Network colored in red.

WABC, New York—Folder, "Gangway for Godfrey", to promote the Arthur Godfrey participating program.

NBC-Blue—Blue and white booklet telling success of J. B. Williams' *True or False* show, with illustrations by Steig.

WDRC, Hartford—Four-page piece telling of coverage, programs and rates with listing of its national advertisers.

FM BROADCASTERS—Red-covered 3 x 5-inch booklet titled *A Profile of Frequency Modulation*.

CBS, Pacific Network—Four-page leaflet titled "Stretching your advertising dollar".

MINNESOTA Network—Blue leaflet showing the network's coverage.

WSPA, Spartanburg—Folder citing WSPA's coverage.

LISTEN!
DIAL 71
WOR
HEAR "DEAR IMOGENE"
9:00 A.M.
TUE-THU-SAT

PROMOTION of some of its programs by cards on the outside of 385 public service buses in six New Jersey counties is the latest campaign of WOR, New York, in addition to cards on the inside of all 2,100 such buses in the State. Current month's campaign features WOR's *Dear Imogene* program, heard thrice weekly at 9 a.m.

RCA Meeting

(*Continued from page 93*)

ASCAP and BMI, NBC has been negotiating with ASCAP in a sincere effort to reach a satisfactory and fair arrangement, he declared, adding that "we hope soon to have ASCAP music back on the air and to continue BMI at a cost we can afford".

Answering questions about FM broadcasting, Otto S. Schairer, vice-president in charge of patents, said RCA is manufacturing FM transmitters but has not entered the receiver field for this type of broadcasting and that whether it does will depend on the demand as well as material priorities. He explained that no arrangement had been made with Maj. E. H. Armstrong for use of his FM patents because the company's legal and technical experts don't think the purchases justified on the terms offered by Maj. Armstrong.

The stockholders re-elected Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden and Mr. Sarnoff as directors for three-year terms. Arthur Young & Co. was reappointed as independent public accountants for auditing and certifying the annual financial statements of the company.

While the ballots were being tabulated, the stockholders were entertained with a motion picture explaining the new RCA electron microscope and with a five-way conversation between A. A. Schechter, NBC director of news and special events, in the studio, and NBC correspondents in London, Berlin, Vichy and Rome. Questions put by stockholders were answered by these foreign reporters.

TEXAS CO. GIVES TIME TO TREASURY

TEXAS Co., New York, in what is believed to be the first action of its kind, has donated to the Government 13 one-hour periods on 85 CBS stations from July 2 to September, the period during which the *Texaco Star Theatre* featuring Fred Allen goes off for the summer. The time contributed, Wednesdays, 8-9 p.m., will be used to promote the sale of the new defense bonds and the stamps, broadcasts being under direction of Treasury Dept.

Type of programs to be produced is now being considered by Vincent Callahan, radio director of the Treasury Dept., to fill the time in a manner which will meet with the approval of the Government, the Texas Co., and CBS. Tentative plans include guest appearances by radio, screen and stage stars with a musical program under the direction of Howard Barlow also receiving consideration. The Texas Co. will bring Fred Allen back to the air for the 1941-42 season on Sept. 24.

N. Y. Ad Club Elects

I. S. RANDALL, assistant to the chairman of the board of Transcontinental & Western Airlines, on May 14 was elected president of the Advertising Club of New York at its annual election meeting. Among the directors elected or retained in office are: Alfred J. McCosker, president of Bamberger Broadcasting Service; Lowell Thomas, NBC commentator and author, and Frederic R. Gamble, managing director of the 4 A's.

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
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schedule includes

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Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

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in ST. LOUIS
be Sure and Visit
Technisonic Recording Labs.
818 South Kingshighway Blvd.

You'll see one of America's finest commercial recording studios, incorporating the most advanced ideas in equipment and acoustical engineering.

Processing and Pressings by

RADIODISC
Allied
RECORD MFG. CO.

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Networks Seek Ways to Halt FCC Action

Legal or Congress Delays Viewed As Likely

(*Continued from page 17*)

delegated to make a survey for the Chief Executive.

Whatever the outcome of the three possible blocking developments, it was regarded as a virtual certainty that the new order, demarking the specific regulations remaking network-affiliated relationships, would not become effective in August, as promulgated. There may be petitions for rehearing or reargument before the FCC, or for out-and-out postponement. With all of the hullabaloo already provoked, and with what may yet develop, it is felt certain that the Fly-Thompson-Walker-Payne-Wakefield majority could not ignore such a legal pleading.

Await Convention Action

Precisely what moves the networks themselves will make probably will depend upon reaction at the NAB convention. Mr. Ethridge will make his report, too, and tell broadcasters just what they face, in his judgment. Since the affiliates rather than the networks are licensees, the litigation may develop through entering of a joint suit to enjoin the FCC.

The FCC edict that in effect there be a forced sale by NBC of the Blue Network, according to present signs, will not be taken lying down. Lawyers have raised serious question about the Commission's jurisdiction over any phase of the judgments enumerated in its eight-point order, but they appear singularly confident about the lack of authority to force them to junk a network without more authority than expressed in the Communications Act of 1934.

Just in case the FCC's staggering mandate should stick, many station owners journeyed to St. Louis prepared to revise their network affiliation contracts in accord with the decree—for one-year terms in lieu of the generally-invoked five-year NBC and CBS authorizations.

Blue Network outlets, for the most part were in a quandary, since the FCC order specifies that only one station in a city may accept programs from a single network at the same time. This rule strikes at both NBC networks, but it is an obvious conclusion that if the order holds, NBC will continue its more productive Red operation, rather than the Blue.

MBS took up its virtual single-handed defense of the FCC majority action almost coincident with the release of bristling condemnations of the report by NAB President Neville Miller, CBS President William S. Paley, NBC President Trammell, IRNA Chairman Samuel R. Rosenbaum, NIB President Harold A. Lafount, and a long list of newspaper columnists and editorial writers.

Copies of the 153-page Report on Chain Broadcasting of the FCC are available from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 30 cents.

The crowning retort came when MBS Chairman Alfred J. McCosker and President W. E. Macfarlane, who is also managing director of the *Chicago Tribune's* WGN, wired President Roosevelt last Wednesday, disclaiming Mr. Ethridge as spokesman for that network, and describing him as a "self-constituted mentor and representative for the industry".

Opposing Views

Previously, Mr. McCosker had lauded the majority report as a "scholarly and thorough analysis of the network problem" [see page 117]. This in contrast to the expression of Mr. Paley [page 71] that networks will become "mere catch-as-catch-can, fly-by-night sellers of programs", and that the regulations are calculated "to torpedo the existing broadcasting structure" in defiance of the Administration and of Congress."

Mr. Trammell [page 72] called it a "definite step toward complete Government control of radio in this country". NAB President Miller branded the report a "usurpation of power which has no justification in law and menaces the freedom of the American System of Broadcasting". Mr. Lafount [page 76] called it ill-timed and suggested a moratorium until Congress can act. And Mr. Rosenbaum [page 74] called it a death-blow not only to NBC-Blue but to the Red and CBS as well.

Though the majority report was damned by the major entities in radio, it nevertheless was conceded to be an extremely clever job of drafting. Virtually all of the industry attacks, such as Government ownership implications and common carrier characteristics, were anticipated and buttoned up in legalistic style. Chairman Fly an ardent New Deal lawyer before he assumed the FCC chairmanship nearly two years ago, is credited with master-minding the report, though the drafting was done by General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh Jr., the latter working directly under the chairman.

But the views on banning dual network operation, on knocking out exclusivity, option time, network ownership of other than key stations, and on scuttling NBC and CBS operations as dominant entities, had been espoused by the Walker - Thompson - Payne group while Chairman Fly was still general counsel of the Tennessee Valley Authority. Why the FCC's neophyte member, Ray C. Wakefield, who has been with the FCC only a few weeks, voted at all on such a hot issue, stumped almost all observers, including several of his colleagues.

Shepard Affected

The dual ownership ban does more than affect only NBC. The John Shepard 3d New England network operations also are caught by this edict. His regional Yankee and Colonial Networks virtually parallel in New England. Moreover, the Shepard interests own two stations in Boston — WNAC and WAAB—and the letter of the dual network ban appears to require disposition of one of these outlets.

NBC's position is more precarious than that of CBS because of its dual-network structure. Actually, according to attorneys, it cannot guarantee contracts beyond 90 days since there is no assurance of the makeup of its network once the one-year contract limitation and non-exclusivity rules become effective. That, of course, presupposes that there will be no change in the effective date.

While several courses of action are contemplated by NBC, Blue Network executives and employes seem more or less resigned to a physical separation of the operations, irrespective of ownership. Though separate departments almost all down the line are maintained for the Blue at Radio City headquarters, speculation centered upon a possible move of the Blue to the original NBC headquarters at 711 Fifth Ave., still leased by NBC, probably under a new name and a fully divorced organization. This, presumably, would comply with the FCC edict.

Forced Sales

Both NBC and CBS face prospects of forced sales of several of their managed and operated stations under the regulations as written. The 90-day limitation, however, does not apply in these instances. The order provides that the effective date of this regulation "may be extended from time to time with respect to any station, in order to permit the orderly disposition of properties".

The network order asserts that in New York, Chicago and Los Angeles or San Francisco, network operations have become so interwoven with station ownership "that we do not deem it in the best interests of radio broadcasting to divorce the two at this time". Con-

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International Radio Sales

versely, the order means that NBC and CBS may own one station each in the three key cities (Los Angeles or San Francisco optional), but that NBC must dispose of second stations in those cities and that both networks probably will have to relinquish stations in other cities.

NBC has WEAF and WJZ in New York; WMAQ and the half-time WENR in Chicago; WRC and the leased WMAL in Washington; KPO and the leased KGO in San Francisco; KOA in Denver, and WTAM in Cleveland, or a total of 10 stations. Under the order as now written, it appears NBC would have to dispose of all of these stations but WEAF in New York, WENR in Chicago, and KPO in San Francisco, but there is the loophole of proper showing and hearing.

CBS is not affected by the dual station ownership in any city, but it holds licenses for eight stations—WABC, New York; WBBM, Chicago; KNX, Los Angeles; WCCO, Minneapolis; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte; WEEI, Boston, the latter under lease. The order, as written, might force the disposition of all of the stations but WABC, WBBM and KNX.

Some Hedging

The Commission majority hedges somewhat on the extent to which it would force sale of stations by the networks. While it holds that it is against public interest for networks to operate stations in areas where the facilities are so few or so unequal that competition is "substantially restricted", the Commission majority concluded that no additional stations should be licensed to either NBC or CBS, and they should be required to dispose of some of the stations. "We do not, however, deem it advisable to specify at this time a precise maximum figure for network ownership," the report stated.

The Commission set up this policy:

"In exercising our licensing powers with respect to the renewal of the licenses now held by NBC and CBS, we propose to consider the applicability of the two principles hereinbefore set forth. Subject to the right and opportunity of CBS and NBC to show at hearing in a particular case that public interest requires otherwise, the Commission will not license to a single network organization more than one station within a given area, nor will it license stations to any network organization in communities where the available outlets are so few or of such unequal desirability as to require that all facilities be opened to competition among networks for outlets and among stations for outlets. In considering methods of divorcement, we will seek to ensure that the divorce of stations from networks shall be actual as well as formal, and will permit the orderly disposition of properties."

This phase of the majority's action immediately resulted in preliminary overtures for the acquisition of stations by outside interests. Totally aside from propositions made for purchase of the Blue, individual negotiations were said to have been initiated in a number of areas. Several existing stations are understood to be contemplating deals whereby they would turn in their present facilities for the vastly better network stations that appear slated for the block.

The Commission originally had contemplated a ban on multiple ownership, whether by networks or by other entities. It pointed out, however, that it was confining its order to network reforms and that it is working on the general policy of multiple ownership in its "day-to-day decisions". The majority said a limitation on multiple ownership already had been set in both the FM and television rules, and logically would be applied to standard broadcasting.

The Commission said that another non-network matter considered at the hearings but not covered in the order was that of listing on the stock exchanges of some corporate licensees of stations, declaring that a number of stations are owned or controlled by large companies whose stock is listed and widely held. The Commission said this matter is being given careful consideration under Section 310 (a) of the Act, relating to ownership or control of stations. It added it proposed to suggest to Congress enactment of amendments, if found necessary, covering both multiple ownership and stock ownership.

In inviting the Department of Justice to look into monopoly aspects of broadcasting, the majority dwelt particularly upon RCA's "premier position" as the owner of two networks, as well as its other ramified operations covering transcription companies, artists bureaus, equipment manufacture and research. Whether RCA, with its consistent tendency "to grow and to expand into new fields at the expense of smaller independent concerns is desirable, is not to be decided here", said the majority report. "We have thought it proper, however, to call the attention of Congress and the public to the broader problems raised by the concentration of power in the hands of a single group."

Much ado was made by the majority over network profits, at the expense of affiliated stations. Even MBS was cited as having a tendency to "follow the paths toward restrictive practices blazed by CBS and NBC". The majority disclaimed any intention to approve MBS practices or to set "them up as ideals or models".

Contract Provisions

In analyzing contractual arrangements between the national networks and their affiliates, the majority said it sought to rectify conditions under which NBC and CBS, by contract, prevent the majority of their stations from broadcasting programs of other national networks; from invoking provisions whereby programs rejected by their affiliates may not be offered by the network to other stations in the same service area of the rejecting affiliate; by banning network time options as restricting the freedom of stations and hampering their efforts to broadcast local commercials, programs of other networks, or national spot; by limiting contracts to one year, and by banning of exclusivity and option time to avoid interference with competition among networks; and by elimi-

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THEY'RE ALL UPSET AT THE FCC

Ugly Feeling Sweeps Commission Over Strange Doings at Time Net Report Was Released

ALL IS CONFUSION on the FCC front as an aftermath of the network monopoly action of May 3, with bad feeling at its highest pitch in months.

Totally aside from the manner in which Chairman James Lawrence Fly spirited the majority's release through press channels, feeling has been engendered by the almost unanimously bad "press" given the action. Individual members are reported in a rather ugly mood.

The Saturday (May 3) release of the 150-page printed report came as a complete surprise not only to the Craven-Case minority, but to many close observers of the Commission and to certain of the members who voted affirmatively. Chairman Fly, it is reported, apparently kept his own counsel until the report was released.

What Fly Said

Queried by BROADCASTING on Friday, May 2, shortly after the final vote had been taken in executive session [BROADCASTING, May 5], Chairman Fly said the report would not be available for "several days" and that in his judgment there would be no dissenting report. Immediately following the Friday session, however, word emanated from other FCC quarters that a Saturday release had been ordered by the Chairman, and both the law and press departments collaborated in the preparation of the release of the majority press-statement, which was followed later in the afternoon by the printed text of both the majority and minority views.

What sequence of events caused Chairman Fly to force the report through on a dull Saturday forenoon is not entirely clear. One version is that he desired to get the publicity "drop" on the minority, since the press release covering the majority views was given out at 11 a.m. Saturday, with only a bare phrase mention of a dissent on the final page of a 14-page release.

The Case-Craven dissent was released the same day only after rather speedy work by the dissenters. Commissioner Case, who had planned to take the day off, rushed to his office after a telephone conversation with Commissioner Craven, who was confined to his bed by a fever and a respiratory ailment. A few typewritten copies of summary of the dissenting opinion were run off, followed later in the day by a mimeographed release.

Though an explanation was lacking, it is reported in one quarter that Chairman Fly rushed to print ahead of schedule with the majority report and the drastic chain order after he had received word that a recommendation had been made to the White House by Mark Ethridge, who had undertaken a survey of the whole regulatory picture at the behest of President Roosevelt, that issuance of any rules be held in abeyance. One majority member, it is understood, had informed an important New Deal Senator that Saturday morning that no announcement would be made until the following week.

Internal Troubles

Internecine strife transcends the dispute between the Fly-directed majority and the Craven-Case minority, it is reported. Two other Commissioners, in addition to the dissenters, are said to be indignant over the participation of the FCC's newest Commissioner, Ray C. Wakefield, California Republican, in the network monopoly vote, as well as in the final disposition of the commercial television rules [BROADCASTING, May 5]. Mr. Wakefield did not join the FCC until March 22—long after the records had been closed in both cases.

Aside from these manifestations of pique, it is regarded as an open secret around the FCC that both Commissioners F. I. Thompson and George H. Payne are far from happy about repercussions to the newspaper-divorcement order (No. 79), for which both voted with the majority. That is because both have newspaper backgrounds.

Commissioner Thompson, named in April 1939 to fill the unexpired term of Judge E. O. Sykes, who resigned, is a candidate for reappointment for a new seven-year term. His present term expires June 30. In spite of the preoccupation of Congress with national defense matters, there is a growing view in informed circles that an entirely new radio regulatory body may be created before any new appointment is made to the FCC.

WCBM
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MEMBER NBC
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Affiliated with the
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JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
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BROOKLYN'S OWN STATION

WBYN

Now Serving the World's Richest Market

500 watts full time 1430 kilocycles

Griffith B. Thompson
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National Press Building, Washington, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.

nating other restrictive clauses which the Commission said, taken cumulatively, restrain competition.

Then the Commission broke down each of the eight network restraints which it held would be terminated under its new order.

The majority summed up its views in a detailed chapter in which it held that it had the jurisdiction to issue the regulations under the Communications Act. It said:

"We have already seen that many of the provisions of the affiliation contract do prevent the licensee from fully utilizing his facility. Time options adversely affect the ability of licensees to serve the local needs of their communities for program and advertising service. Artificial limitations on the price which licensees may charge national advertisers hamper licensees' efforts to render the best possible program service.

Jurisdiction Angle

"Restrictions imposed on the affiliates' freedom to reject network commercial programs prevent them from assuming their full statutory responsibility (which under the Act they cannot delegate) of determining what programs should go out over the facilities licensed to them.

"Exclusivity provisions which prevent affiliates from carrying the programs of other networks and which prevent any other station within the 'territory' of the affiliate from obtaining programs from the latter's network, deprive many listeners of the opportunity to hear certain worthwhile programs. Long-term affiliation contracts prevent the licensees from bargaining at reasonable intervals for the best network programs.

"Affiliation with a network organization operating two networks contributes to a concentration of control over stations and the programs they broadcast imcompatible with the public interest. Network ownership of a large number of stations creates a potential conflict between the interest of the network as a station owner and its interest as a network organization."

The majority disclaimed any attempt to "fix rates, to prescribe a uniform system of accounts, to regulate advertising, to supervise the programs or the business policies of the licensees, or to impose any of the obligations which are applicable to common carriers".

But the preponderant industry opinion was that practically all of these things are envisaged within the scope of the new regulations.

In its conclusion, the majority points out that if the industry cannot go forward on a competitive basis and if the restraints upon competition which it seeks to eliminate under the orders are indispensable to the industry "then we must frankly concede that broadcasting is not properly a competitive industry".

Then came the threat that if this be the case "we recommend that the Congress should amend the Communications Act to authorize and direct regulations appropriate to a non-competitive industry, with adequate safeguards to protect listeners, advertisers and consumers."

This was interpreted as meaning out-and-out regulation of broadcasting as a utility, with the right to fix rates and limit profits.

Minority Views

The minority report of Commissioners Craven and Case [page 86] was labeled "Additional Views", since these Commissioners did not essay to cover all of the historical background of network operations, ownership, and other more or less factual aspects of the majority's report.

Their conclusions were stoutly defended in the NBC, CBS and other statements taking issue with the majority's opinion. Editorial comment preponderantly supported these views, which questioned not only the propriety of the majority's action, but also the jurisdiction of the Commission under the Communications Act.

The minority took issue with virtually every conclusion reached by the Fly-directed majority. They predicted that regulation of the character proposed would mean that competently-managed networks would be replaced by an "unwholesome conglomeration of opportunistic 'time brokers' catering to an aggregation of local monopolies in the various towns and cities of the nation". And they predicted a public outcry against the depreciation in program service. The majority, said the dissenting opinion, implies that there is something "harmful or wicked about the earnings of some broadcasting licensees". Congress, they said, did not intend this Commission to penalize profits. The earnings of all broadcasters, along with other entities, are taxed. "If there be undue or unjust enrichment, the Federal tax policy is the remedy; not an extension or regulation," they contended.

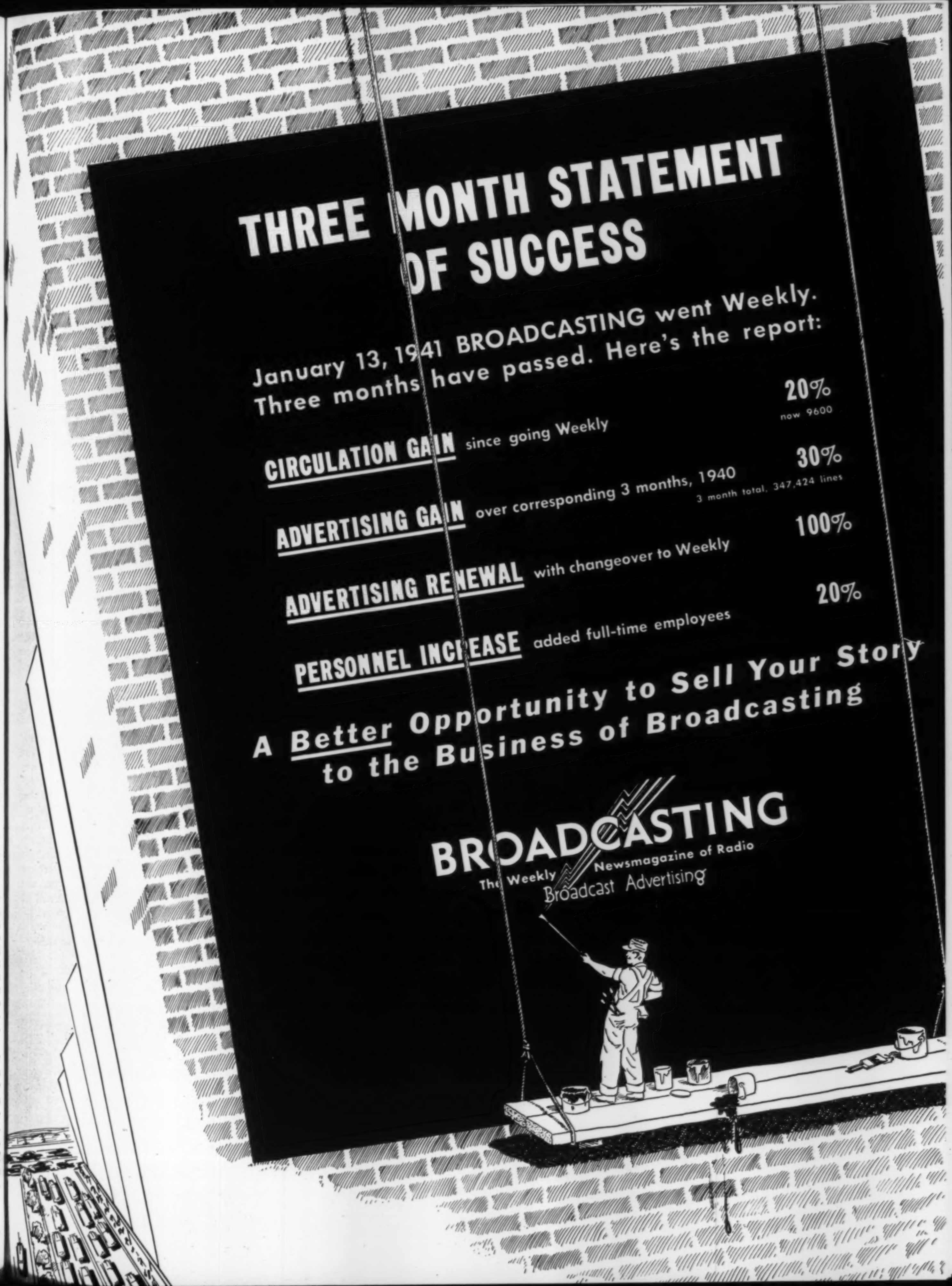
No Time for Rancor

The clincher conclusion of the minority which won widespread industry applause, read:

"Finally, it seems appropriate to emphasize that our Government is concerned with many important and crucial problems. This is no time to embark upon a new and untried course for which no urgent need can be established. It seems to us that the kind of democratic freedom which we are preparing to defend requires those in Government to manifest restraint and tolerance.

"There is no evidence to justify an attempt at unnecessary controls of the broadcasting industry under even normal circumstances. In this atmosphere of world tension, our own national unity would be disserved by a new experiment at 'reform' of an established system of mass communication upon which so many of our people rely for information and diversion."

XUM



THREE MONTH STATEMENT OF SUCCESS

January 13, 1941 BROADCASTING went Weekly. Three months have passed. Here's the report:

CIRCULATION GAIN since going Weekly	20% now 9600
ADVERTISING GAIN over corresponding 3 months, 1940	30% 3 month total, 347,424 lines
ADVERTISING RENEWAL with changeover to Weekly	100%
PERSONNEL INCREASE added full-time employees	20%

A *Better* Opportunity to Sell Your Story to the Business of Broadcasting

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Educators Discuss Defense and Radio

IN THE KEYNOTE meeting of the 12th Institute for Education by Radio on May 5, Edward M. Kirby, civilian radio advisor to the Army, said the two main jobs of radio are to "keep the nation informed and to inspire loyalty to the armed forces of the country". In his address on "Radio in the Current Crisis", Mr. Kirby also emphasized that each program should serve some useful purpose in the pattern of national defense.

Clifton Utley, Chicago Council on Foreign Relations, said radio should serve also as a control on propaganda.

NBC *Town Hall* techniques were used in this Monday morning session, George V. Denny Jr., Town Hall Inc., acting as moderator. John M. Begg, Division of Cultural Relations, Department of State, speaking in the second general session, on "Radio & Cultural Relations with the Americas", stated that it is the job of the private radio companies to maintain good relations with the other American republics via radio. He said there is a need for surveys of Latin American listening audiences and habits.

In the opinion of Philip Barbour, Office for Coordination of Commercial & Cultural Relations Between the American Republics, broadcasters of programs to Latin America should consider average cultural level, differences in nationalities, and differences in time and listening habits of the various countries, when preparing programs directed to them.

Antonio Gonzalez, Assistant Director of Latin American Relations, CBS, outlined CBS plans for broadcasting to and from Latin America.

In the final general session Wednesday, the role of radio in Canada and Great Britain was discussed by Ernest Bushnell, Canadian Broadcasting Corp., and W. M. Newton, British Broadcasting Corp., Helen Hiett, NBC; H. B. McCarty, WHA, Madison, Wis., and Eric Sevareid, CBS.

FATHER TIME CHANGE put in an appearance thus at Duluth's Beaux Arts Ball on the eve of the shift to daylight saving time, getting in a substantial plug for KDAL. Father Time was Gil Fawcett, program director, whose flowing robe had the names of the station's programs written over it. The roving mike was carried by Ellis Harris, special events director.

GLENN D. GILLETT & Associates

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National Press Bldg. Washington, D. C.

THERE IS NO SUBSTITUTE FOR EXPERIENCE

Hedda to Speak

ONLY WOMAN to address the NAB convention will be Hedda Hopper, who was invited by Donald W. Thornburgh, CBS Pacific Coast vice-president. A CBS radio columnist, creator of *Hedda Hopper's Hollywood*, she will attend as a special guest and speak on "Hollywood Takes to Radio"—how radio has affected movie studios and what filmdom's stars and executives think of radio along with amusing and informative sidelights on Hollywood.

68 STATIONS ADDED BY AP RADIO NEWS

SINCE its inception in February, Press Association, radio news subsidiary of Associated Press, has signed 68 new contracts with individual stations for use of AP news, and has started service to MBS under an agreement similar to those in effect with NBC and CBS.

In announcing the acquisitions W. J. McCambridge, PA general manager, said it has added more stations than all other organizations combined. He explained that PA has the only 24-hour special radio news circuit in existence. Among features are regular five-minute news roundups, at least six times a day, in addition to summaries of war and Washington news. All reach stations ready for immediate airing, he said.

The 68 additional stations signed since February, which do not include renewals of previous agreements, follow:

KTHS KECA KFI KGO KPO KOA WWDC WDAE WSB WGST WRLC WDWS WIRE KDTH KGLO WHAS WFBR WITH WBZ WBZA WMEX WTCM WCCO WSLI KGFW WMUR WPAT WMCA WNEW WOR WAGE WFAS WAKR WCLE WHK KOME KEX KGW WCAU KYW WSM KRBC KBST KGKL WMVA KVI KPQ WBLK WBRW WNOE WWSW WGY KRSC WBYN WCNW KIRO WIOD WKEU WISR WALB KNOE KDLR KTOK KOB WSBC WGES WCBD WHOM.

FDR Illness Brings Shift In Radio Newsmen Fete

PRESIDENT Roosevelt's gastro upset of the last week caused postponement of the Radio Correspondents Assn. second annual dinner scheduled for May 8. The dinner was put over at the suggestion of Secretary Early, which was taken as an indication that Mr. Roosevelt would attend the dinner at a later date.

Albert Warner, CBS Washington correspondent and president of the association, said that the dinner would be held the week following the NAB convention in St. Louis, to allow those attending the meeting to be present for the dinner. No date has been set as yet. Vice-President Wallace, leading members of the House and Senate, as well as Secretary of the Treasury Morgenthau and Postmaster General Walker had accepted invitations.

Women Urge FCC To Rescind Order

WNRC Called Network Order Undemocratic, Un-American

CALLING the FCC network monopoly order "undemocratic, un-American and as an infringement of liberty at a time of crisis", the Women's National Radio Committee May 5 sent telegrams to President Roosevelt and Chairman James Lawrence Fly of the FCC, asking that the order be rescinded.

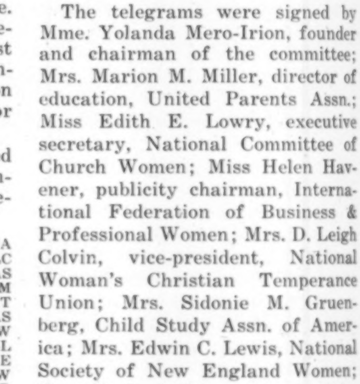
"As members of the executive committee of the Women's National Radio Committee," said the identical telegrams to the President and Mr. Fly, "we desire to protest strongly against the ruling of the FCC directing NBC to dispose of one of its networks.

Called Un-American

"We have often disagreed with network policies in the past, but in this instance we stand solidly behind them. We regard the arbitrary action of the Commission as undemocratic, un-American, and as an infringement of liberty at a time of crisis when the preservation of free speech, press, and radio are essential to the continuance of democratic institutions."

The telegrams were signed by Mme. Yolanda Mero-Irion, founder and chairman of the committee; Mrs. Marion M. Miller, director of education, United Parents Assn.; Miss Edith E. Lowry, executive secretary, National Committee of Church Women; Miss Helen Havener, publicity chairman, International Federation of Business & Professional Women; Mrs. D. Leigh Colvin, vice-president, National Woman's Christian Temperance Union; Mrs. Sidonie M. Gruenberg, Child Study Assn. of America; Mrs. Edwin C. Lewis, National Society of New England Women; Mrs. M. D. Jackson, Sigma Alpha Iota; Mrs. Rosalie Wolf, chairman, Review Committee.

The committee, founded seven years ago upon suggestion of the late Chairman Anning S. Prall of the FCC, is composed of some 25 organizations and claims to have a membership of many millions. Since its inception, the announcement said, it has strongly supported freedom of radio as opposed to Government control.



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Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

Widespread Support for Daylight Saving Noted by NAB in Surveying the Industry

HEAVY SUPPORT for a change from the present hodge-podge daylight saving plan, along with strong sentiment for a universal daylight saving time system, is indicated in results of the NAB's recent daylight saving survey, announced last Friday.

The survey, based on answers from 485 of the 837 stations served with questionnaires, revealed that 87 of these stations during the April-September daylight saving season in 1940 suffered revenue losses, traceable to the non-uniform time base, aggregating $664,786. The NAB estimated that on an industry-wide projection, this would amount to about a $5,000,000 loss for the whole industry.

Studied by OPM

Although it still appears that no action will be taken on any of the three pending daylight saving bills in Congress, at least until daylight saving time is recognized as an important defense consideration and pushed by the Administration, it was revealed by the Office of Production Management that OPM Director William S. Knudsen had advised NAB President Neville Miller that the daylight saving idea was being studied by OPM.

Mr. Knudsen's May 1 letter, responding to an earlier letter from Mr. Miller, gave no indication whether the study might result in an OPM recommendation favoring DST. However, it was reported to BROADCASTING that at the moment sentiment does not appear to be very strong among OPM officials for any immediate move to establish universal DST as a defense measure.

In response to a survey query on whether a change in the existing time setup should be made, 241 stations, or 50% of the 485 reporting, favored a change, with 112 or 23% recommending no change and 132 or 27% registering no opinion. Of the 241 favoring a change, only 11 stations were located in cities where daylight saving time was observed.

Of this same group, 62 stations or 26% of the 241 favored establishing universal daylight saving time; 78 or 32% favored either establishing universal daylight saving or forbidding it altogether; 33 or 14% favored either daylight saving or keeping radio on standard time, like the practice of railroads; 51 or 21% favored keeping radio on standard time; 17 or 7% favored abolishing all daylight saving time.

Public Divided

Of the 485 reporting stations, 104 were located in cities observing daylight saving time, it was explained by the NAB research department, which conducted the survey under supervision of Paul F. Peter, director.

The general attitude of people in individual communities was reported as favorable to daylight saving by 152 stations, unfavorable by 219, evenly divided by 17, and unknown by 97 — with attention drawn to the fact that returns were in about a 3-to-1 ratio predominantly from non-daylight saving communities. A breakdown of these figures indicated that on a general basis, people in communities observing daylight saving like it, and vice versa.

Of the stations reporting, 281 or 58% indicated they had to make program realignments during the daylight saving season. Of the 281 stations, 262 were network affiliates and 19 independent stations, 18 were located in daylight saving communities and 263 in non-daylight saving communities.

Of this group, 133 stations reported outright losses of accounts because of schedule realignments, 127 reported accounts going off the air during the April-September season who would not go off or would be off for a briefer period were it not for the daylight saving situation, and 211 reported dissatisfaction among local clients at schedule changes.

The $664,786 loss reported by 87 stations is not the total monetary loss suffered, according to survey figures. Of the 485 reporting stations, 145 or 30% indicated they suffered some monetary loss due to daylight saving time. All but three of these 145 stations were network affiliates and all but three also were in non-daylight saving communities.

A breakdown of the money-loss figures indicates $173,713 representing outright loss of accounts; $154,725, longer summer lay-offs; $146,290, programs changed to lower rate classifications; $3,150, additional personnel or overtime; $186,908, unassigned and other causes. In addition to the figures for these 87 stations, two other reported losses of 10% and 25% of revenue.

Of the 485 stations, 128 reported that daylight saving time had a definite effect on their competitive program situation, 94 reporting an impaired situation and 34 an improved situation with DST.

Thirty-five stations reported having made surveys or possessing concrete evidence of the effect of daylight saving on their listening audiences. Four stations reported that DST has a good effect on the listening audience, while 31 reported a deleterious effect.

ASCAP publishers have granted free use of their catalogs to the *Broadway Calling* series of transcriptions which Gertrude Lawrence, actress, is preparing with NBC Radio-Recording division for shipment to England. The discs will not be heard in this country, but in England for the entertainment of troops.

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APPROXIMATE COSTS

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200 FT. TOWER	$725.00
240 FT. TOWER	$1720.00
300 FT. TOWER	$2160.00
400 FT. TOWER	$4175.00

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Abeloff, I. G., WRVA, Richmond, Mayfair.
Abramson, N. M., WOR, New York, Chase.
Akerberg, H. V., CBS, New York, Jefferson.
Albertson, Roy L., WBNY, Buffalo, Lennox.
Allen, Don, Standard Radio, Jefferson.
Allen Edwin C., WIBA, Madison, Jefferson.
Allen, Edwin C., Reynolds-Fitzgerald, Mayfair.
Allison, M. F., WLW, Cincinnati, Jefferson.
Allman, F. L., Graybar, New York, Jefferson.
Alsup, C. C., KICA, Clovis, N. M., Statler.
Anderson, H. Vernon, WJBO Baton Rogue, La., Jefferson.
Anderson, Warwick, Doe-Anderson, Louisville, DeSoto.
Armstrong, Maj. Edwin H., Boston.
Arney, C. E., NAB, Washington, Jefferson.
Arnold, C. B., KINY, Juneau Alaska, Jefferson.
Arnoux, Campbell, WTAR, Norfolk, Jefferson.
Ashbacker, Frank, WKBZ, Muskegon, Statler.
Ashbacker, Grant, WKBZ, Muskegon, Statler.
Ashby, A. L., NBC, New York, Jefferson.
Atlass, H. L., CBS, Chicago, Park Plaza.
Atteberry, Ellis, KCKN, Kansas City, Kan., Jefferson.
Avery L. H., Free & Peters, Jefferson.

B

Bacon, John A., WGR, Buffalo, Jefferson.
Bailie, Chas. A., KOMO, Seattle, DeSoto.
Balch, Mr., KSAL, Salina, Kan., Jefferson.
Bannerman Glen, Canadian Assn. of Broadcasters, Jefferson.
Bannister, Harry, WWJ, Detroit, Jefferson.
Barata, Dr. Julio, Rio de Janiero, Jefferson.
Barroll, Hope H., Jr., WFBR, Baltimore, Park Plaza.
Batchelder, Harold W., WFBR, Baltimore, Park Plaza.
Batteridge, Harry, Hollingberry Inc., Lennox.
Beaver, C. K., KARK, Little Rock, DeSoto.
Behrman, W. W., WBOW, Terre Haute, Jefferson.

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Pinellas County, of which St. Petersburg is the principal city, has a year round population per square mile more than five times that of the United States. The most densely populated county in the State, Pinellas County is only part of the Tampa Bay Area—the "Class A" market covered completely and economically by WTSP.

Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

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Bennett, Sam, KMBC, Kansas City, Lennox.
Berk, S. Bernard, WAKR, Akron, Statler.
Bess, H. M., WNEW, New York, Lennox.
Bill, Edgar L., WMBD, Peoria, Jefferson.
Billings, Ford, WCKY, Cincinnati, Statler.
Birdwell, J. W., WBIR, Knoxville, Jefferson.
Bisco, Jack, United Press, Jefferson.
Bishop, E. E., WGH, Norfolk, Jefferson.
Bitner, Harry M., Jr., WFBM, Indianapolis, Lennox.
Bixby, Tams, Jr., KBIX, Muskogee, Okla., Jefferson.
Black, Elizabeth, Joseph Katz Co., Jefferson.
Blair, John, John Blair & Co., Jefferson.
Blatterman, H. L., KFI, Los Angeles, Jefferson.
Blink, M. M., Standard Radio, Jefferson.
Bodec, Ben, *Variety*, Jefferson.
Bondurant, E. H., WHO, Des Moines, Jefferson.
Bookoven, L. F., Western Electric Co., Jefferson.
Bookwalter, L. S., KOIN, Portland, Ore., Jefferson.
Booth, Paul, *Printers' Ink*, Statler.
Borel, Richard A., WBNS, Columbus, DeSoto.
Born, H. H., WHBL, Sheboygan, Wis., Jefferson.
Borroff, E. R., NBC, Chicago, Park Plaza.
Boler, John, St. Paul, Jefferson.
Bowry, Walter, WMEG, Richmond, Jefferson.
Boyle, John J., WJAR, Providence, Jefferson.
Brackett, Quincy, WSPR, Springfield, Statler.
Bradford, Guy, KRGV, Weslaco, Tex., Lennox.
Brandt, Otto, NBC, Jefferson.
Bratton, Verl, WREN, Lawrence, Kan., Jefferson.
Brazeal, R. W., KFPY, Spokane, Jefferson.
Brenner, Robert, *Radio Daily*, Jefferson.
Breskin, Louis A., Sterling Ins. Co., Statler.
Brewer, Clarence D., WWJ, Detroit, Statler.
Bright, Arthur L., KFPY, Spokane, Jefferson.
Bright, Ray, KTRH, Houston, Lennox.
Broderick, Gertrude, FREC, Washington, DeSoto.
Brown, Walter, WSPA, Spartanburg, S. C., Jefferson.
Brunton, John, KQW, San Jose, Cal., Jefferson.
Brunton, Ralph R., KJBS, San Francisco, Jefferson.
Bryan, Tennant, WRNL, Richmond, Jefferson.
Buckendahl, Harry, KOIN, Portland, Ore., Jefferson.
Bugg, Fred, WDEF, Chattanooga, Jefferson.
Burnside, C. J., Westinghouse Co.
Burbach, George, KSD, St. Louis, Jefferson.
Burbank, Mortimer, WJAR, Providence, Jefferson.
Burke, Harold C., WBAL, Baltimore, Jefferson.
Burkland, Carl, WCCO, Minneapolis, Park Plaza.
Burton, Robert, BMI, New York, Lennox.
Bush, W. T., WPRO, Providence, Statler.
Butcher, Harry, WJSV, Washington, Park Plaza.
Byrne, J. F., Collins Radio Co., Jefferson.
Byrne, Fran, CBS, Chicago, Park Plaza.

C

Caldwell, Louis G., Washington, DeSoto.
Caley, Charles C., WMBD, Peoria, Jefferson.
Callahan, Leonard D., SESAC, New York, Jefferson.
Campbell, Martin B., WFAA, Dallas, Jefferson.
Campbell, Pat, WBS, Hollywood, Mayfair.
Campeau, J. E., CKLW, Detroit, Chase.
Cargill, E. K., WMAZ, Macon, Ga., DeSoto.
Carpenter, H. K., WHK, Cleveland, Jefferson.
Carr, Gene, WGAR, Cleveland, Mayfair.
Carrigan, Joe B., KWFT, Wichita Falls, Jefferson.
Carson, H. R., All-Canada, Toronto, Jefferson.
Cavagnaro, Bob, Associated Press, Jefferson.
Cavey, Rev. F. A., WWL, New Orleans, Jefferson.
Chadwick, Lee, WPID, Petersburg, Va., Jefferson.
Chafey, Clifford, WEEU, Reading, Pa., Jefferson.
Chamberlain, A. B., CBS, New York, Park Plaza.
Chernoff, Howard L., WCHS, Charleston, W. Va., Jefferson.
Chester, Edmond, CBS, New York, Park Plaza.
Chevalier, Col. Willard, *Business Week*, Jefferson.
Chizzini, F. E., NBC Recording Division, Jefferson.
Church, Arthur, KMBC, Kansas City, Jefferson.
Cisler, S. A., WGRC, New Albany, Ind., Jefferson.
Clancy, R. R., Associated Press, Jefferson.
Clark, Plez S., KFH, Wichita, Jefferson.
Clifford, Miss Marie E., WHFC, Cicero, Ill., Jefferson.
Clipp, Roger W., WFIL, Philadelphia, Jefferson.
Codel, Edward, BROADCASTING, Jefferson.
Codel, Martin, BROADCASTING, Jefferson.
Cohan, E. K., CBS, New York, Park Plaza.
Coleman, George D., WGBI, Scranton, Pa., Mayfair.
Comer Jim, WATL, Atlanta, Jefferson.
Compton, Gove, *Printers' Ink*, Jefferson.
Connolly, Thomas, CBS, New York, Park Plaza.
Cook, Chas. R., WJPF, Herrin, Ill., Jefferson.
Cook, N. W., WIBX, Utica, N. Y., Statler.
Cooke, Jack, CAB, Statler.
Coombs, Clyde F., KARM, Fresno, Cal., Mayfair.
Coontz, E. C., KVOO, Tulsa, Jefferson.
Corcoran, E. F., Branham Co., Jefferson.
Corken, Maurice, WHBF, Rock Island, Lennox.
Corwith, Miss Doris, NBC, Jefferson.
Cosman, James F., Federal Telegraph Co., Jefferson.
Costelow, J. H., Graybar, New York, Jefferson.
Covington, G. W., Jr., WCOV, Montgomery, Ala., Lennox.
Cox, J. F., WAVE, Louisville, Jefferson.
Cox, Lester E., KGBX, Springfield, Mo., Jefferson.
Craig, Edwin W., WSM, Nashville, Jefferson.
Craig, W. F., WLBC, Muncie, Ind., DeSoto.
Crandall, George, CBS, New York, Park Plaza.
Crandall, John B., Arthur Kudner Inc., Statler.
Cranston, George, WBAP, Ft. Worth, Jefferson.
Cribb, Wayne, WHBL, Sheboygan, Wis., Jefferson.
Croghan, Arthur H., WJBK, Detroit, Jefferson.
Crowther, Frank, WMAZ, Macon, Ga., DeSoto.
Culmer, Claude C. J., SESAC, New York, Jefferson.
Cummings, Harry, Geo. Washington Hotel, Statler.
Cunniff, Ed, WKBH, LaCrosse, Wis., Lennox.
Curran, T. R., United Press, Jefferson.

D

Dady, Ray, KWK, St. Louis, Jefferson.
Dalton, Victor, KMTR, Hollywood, Statler.
Danenbarger, W. F., United Press, Statler.
D'Armand, Jacques, United Press, Jefferson.
Davis, Charles E., Lake Worth, Fla., Statler.
Davis, Donald D., WHB, Kansas City, Mayfair.
Davis, E. C., *Beaumont* (Tex.) *Enterprise*, Jefferson.
Davis, G. W., Western Electric Co., Jefferson.
Davis, G. W., Kansas City, Lennox.
Davis, George C., Page & Davis, Washington, Statler.
Dean, Lorraine, *The Advertiser*, Jefferson.
Deller, Lincoln, KSFO, San Francisco, Jefferson.
Denious, J. C., KGNO, Dodge City, Kan., DeSoto.
Denny, Herbert, Standard Radio, Jefferson.
Dewing, Harold L., WCBS, Springfield, Ill., Jefferson.
Dirks, Dietrich, WTRI, Sioux City, DeSoto.
Dolph, William B., WOL, Washington, Chase.
Doran, Dorothy, *Akron Beacon Journal*, Statler.
Dowling, Harold L., WCBS, Springfield, Ill., Jefferson.
Dunham, George, CBS, New York, Park Plaza.
Dunville, Robert, WLW, Cincinnati, Jefferson.
Dyke, Ken R., NBC, New York, Jefferson.

E

Eaves, A. J., Graybar, New York, Jefferson.
Eggleston, J. C., WMC, Memphis, Jefferson.
Egner, C. Lloyd, NBC, New York, Jefferson.
Egolf, Willard, KVOO, Tulsa, Jefferson.
Ehresman, C. Russell, WMBD, Peoria, Jefferson.
Eighmey, F. C., KGLO, Mason City, Ia., Jefferson.
Ekrem, T. C., KVOA, Tucson, DeSoto.
Elias, Don S., WWNC, Asheville, Jefferson.
Elmer, John, WCBM, Baltimore, Jefferson.
Elvin, Ralph G., WSPD, Toledo, Jefferson.
Engel, Harry, BMI, Los Angeles, Jefferson.
Ethridge, Mark, WHAS, Louisville, Jefferson.
Evans, Ralph, WHO, Des Moines, Chase.
Evans, T. L., KGBX, Springfield, Mo., Jefferson.
Everson, C. M., WHKC, Columbus, DeSoto.
Ewing, P. K., WDSU, New Orleans, Statler.

F

Fahy, A. A., KABR, Aberdeen, S. D., Jefferson.
Fair, Harold, WHO, Des Moines, Jefferson.
Falvey, J. D., KBIZ, Ottumwa, Ia., Lennox.
Faulkner, Frank, WBBM, Chicago, Park Plaza.
Fay, William, WHAM, Rochester, Jefferson.
Fehlman, F. E., WBS, New York, Jefferson.
Fellers, E. A., KGBX, Springfield, Mo., Lennox.
Fellows, Harold, WEEI, Boston, Park Plaza.
Feltis, H. M., KOMO, Seattle, DeSoto.
Fetzer, John, WKZO, Kalamazoo, Jefferson.
Fields, J. H., Jr., WPTF, Raleigh, Lennox.
Fifer, C. Arthur, WTAD, Quincy, Ill., Jefferson.
Finney, C. M., AMP, New York, Jefferson.
Fisher, Ben S., Washington, Lennox.
Fisher, C. H., New York, Jefferson.
Fisher, Jack, Chicago, Jefferson.
Fitzer, Dean, WDAF, Kansas City, Chase.
Fitzpatrick, Leo, WJR, Detroit, Mayfair.
Fitzsimonds, F. E., KFYR, Bismarck, N. D., Jefferson.
Flanigan, Mr., WIBC, Indianapolis, Lennox.
Flanigan, E. Y., WSPD, Toledo, Jefferson.
Flanter, Adrian James, New York, Jefferson.
Fletcher, Frank, Washington, Lennox.
Fly, James Lawrence, FCC, Jefferson.
Foreman, Edwin J. Jr., Foreman Co., Chicago, Jefferson.
Foster, R. D., KGBX, Springfield, Mo., Lennox.
Fox, S. S., KDYL, Salt Lake City, Statler.
Franco, Carlos, Young & Rubican, Park Plaza.
French, Parlin S., WTMV, E. St. Louis, Ill.,
Fuld, Steve, CBS, New York, Park Plaza.
Fulton, Harold, WHO, Des Moines, Jefferson.

G

Gammons, Earle, WCCO, Minneapolis, Park Plaza.
Garber, Milton B., KCRC, Enid, Okla., Jefferson.
Gentling, Gregory, KROC, Rochester, Minn. Statler.
Gillespie, William G., KOMA, Tulsa, Jefferson.
Gillett, Glenn D., Washington, Statler.
Gillin, John, WOW, Omaha, Jefferson.
Gilmore, Robert, Southern Music Co., Jefferson.
Gilpin, Lewie V., BROADCASTING, Jefferson.
Gimbel, Benedict, Jr., WIP, Philadelphia, Jefferson.
Glickman, David, BROADCASTING, Jefferson.
Goddard, C. G., KXRO, Aberdeen, Wash., Jefferson.
Godley, Paul F., Upper Montclair, N. J., Statler.
Goldman, Norman, BROADCASTING, Jefferson.
Gordon, James E., WNOE, New Orleans, Jefferson.
Gordon, K. S., KDTH, Dubuque, Lennox.
Gottlieb, Lester, WBS, New York, Jefferson.
Gould, Jack, *New York Times*, Statler.
Gould, Purnell H., WFBR, Baltimore, Park Plaza.
Gove, E. L., WHK, Cleveland, Jefferson.
Grady, H. I., Jno. C. Paige & Co., Jefferson.
Gramling, Oliver S., Associated Press, Mayfair.
Gray, Gilson, CBS, New York, Park Plaza.
Gray, Gordon, WSJS, Winston-Salem, N. C., Statler.
Gregory, Sherman D., NBC, Jefferson.
Grignon, G. W., WISN, Milwaukee, DeSoto.
Griswold, G. G., KFEQ, St. Joseph, Mo., Mayfair.
Gross, Maurice R., Jno. C. Paige & Co., Jefferson.
Gude, J. K., CBS, New York, Jefferson.
Gunst, G. H., Katz Agency, Chicago, Statler.
Gunzendorfer, Wilt, KSRO, Santa Rosa, Cal., Jefferson.

H

Haase, W. B., WDRC, Hartford, Statler.
Hackathorn, K. K., WHK, Cleveland, Jefferson.
Hagenah, Gustav M., SESAC, Phoenix, Jefferson.
Hager, Kolin, WGY, Schenectady, Mayfair.
Hager, Lawrence W., WOMI, Owensboro, Ky., Lennox.
Hagman, Clarence T., WTCN, Minneapolis, Jefferson.
Haigh, Stan H., WLOL, Minneapolis, Statler.
Hales, S. D., United Press, Jefferson.
Haley, Andrew G., Washington, Mayfair.
Hamilton, H. L., Western Electric Co., Jefferson.
Hanover, E. A., WHAM, Rochester, Jefferson.
Hanrahan, James C., WMPS, Memphis, Jefferson.
Hanson, O. B., NBC, New York, Jefferson.
Harder, George, Westinghouse Co., Mayfair.
Harris, C. L., WGRC, New Albany, Ind., Jefferson.
Harris, F. N., Western Electric Co., Jefferson.
Harrison, A. F., United Press, Jefferson.
Harter, Bob, WHO, Des Moines, Jefferson.
Haskins, C. L., *Printers' Ink*, Jefferson.
Havens, Wilbur M., WMBG, Richmond, Jefferson.
Haverlin, Carl, BMI, New York, Jefferson.
Hayes, Arthur, CBS, New York, Park Plaza.
Haymond, Carl E., KMO, Tacoma, DeSoto.
Headley, Frank, Headley Reed Co., Mayfair.
Heath, Horton, NBC, Jefferson.
Heatherington, J. Chris, John Blair & Co., Jefferson.
Hecker, Con, KVOA, Tucson, DeSoto.
Hedges, William S., NBC, Jefferson.
Heffelfinger, J. B., Collins Radio Co., Jefferson.
Henderson, Gerald, Jno. C. Paige & Co., Jefferson.
Henjes, W. E., Graybar, New York, Jefferson.
Henkin, Joseph, KSOO, Sioux Falls, Statler.
Herbert, G. F., All-Canada, Toronto, Jefferson.
Hickox, Sheldon, Jr., NEC, Jefferson.
Hill, E. E., WTAG, Worcester, Jefferson.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo., Mayfair.
Hoessly, H. H., WHKC, Cleveland, DeSoto.
Hoffman, Edward, WMIN, St. Paul, Jefferson.
Hogan, John V. L., WQXR, New York.
Holle, H. J., *Advertising & Selling*, Jefferson.
Hollingsworth, Raymond, KGNC, Amarillo, Lennox.
Hollister, Herbert, KANS, Wichita, Jefferson.
Holliway, Harrison, KFI, Los Angeles, Jefferson.
Holman, Hal, Associated Radio Sales, Lennox.
Honigberg, Sam, *Billboard*, Statler.
Holt, Thad, WAPI, Birmingham, Jefferson.
Holtshouser, H. H., WAPI, Birmingham, Jefferson.
Hooper, C. E., C. E. Hooper Inc., Jefferson.
Hopkins, Jack, Geo. Washington Hotel, Statler.
Hopkins, James F., WJBK, Detroit, Jefferson.
Hopper, Hedda, Hollywood, Mayfair.
Horn, Charles W., NBC, Jefferson.
Horton, Kingsley, WEEI, Boston, Park Plaza.
Hough, Harold V., WBAP, Fort Worth, Jefferson.
Howe, James L., WBTM, Danville, Va., Jefferson.
Howell, Rex, KFXJ, Grand Junction, Colo., DeSoto.
Hubbard, M. R., Collins Radio Co., Jefferson.
Hubbard, Stanley, KSTP, St. Paul, Jefferson.
Hull, Clair B., WDZ, Tuscola, Ill., Lennox.
Hurt, Edward, KFXD, Nampa, Ida., DeSoto.
Hurt, Frank E., KFXD, Nampa, Ida., DeSoto.
Hutchings, W. C., AMP, New York, Jefferson.

I

Imbrogulio, Joseph, WFBR, Baltimore, Park Plaza.
Ioset, Don, WAGA, Atlanta, Jefferson.
Irwin, Earl T., KVI, Tacoma, DeSoto.

J

Jackson, A. H., Blaw-Knox Co., Jefferson.
Jackson, George M., WBOW, Terre Haute, Jefferson.
Jackson, Henry, CBS, Chicago, Park Plaza.
Jackson, Lowell, Katz Agency, Statler.
Jadassohn, Kurt A., SESAC, New York, Jefferson.
Jaspart, G. H., WTAG, Worcester, Statler.
Jayne, D. E., WELL, Battle Creek, Mich., Jefferson.
Jenkens, Ray, KSTP, St. Paul, Jefferson.
Jeppesen, Fred, KFXD, Nampa, Ida., DeSoto.
Johnson, G. W., KTSA, San Antonio, Lennox.
Johnson, Leslie C., WHBF, Rock Island, Jefferson.
Johnston, A. E., Kroger Grocery Co., Cincinnati.
Johnston, Henry P., WSGN, Birmingham, Jefferson.
Johnston, Kenneth B., WCOL, Columbus, Statler.
Johnstone, G. W., Chicago, Jefferson.
Jones, David G., WLAW, Lawrence, Mass., DeSoto.
Jones, E. E., WSOC, Charlotte, Statler.
Jones, G. I., Graybar, New York, Jefferson.
Jones, M. Tilford, KXYZ, Houston, Jefferson.
Jones, Merle, KMOX, St. Louis, Jefferson.
Jonker, W. E., Western Electric Co., Jefferson.
Jordan, Chas. B., WRR, Dallas, Mayfair.
Jordan, R. P., WDBJ, Roanoke, Jefferson.
Joselyn, A. E., WBT, Charlotte, Park Plaza.
Joy, George E., WRAK, Williamsport, Pa., Statler.

K

Kapner, Leonard, WCAE, Pittsburgh, Lennox.
Karol, John, CBS, New York, Park Plaza.
Katz, Eugene, Katz Agency, Statler.
Kaufman, Bob, *Cedar Rapids Gazette*, Statler.
Kaufman, S. H., *Radio Showmanship*, Jefferson.
Kane, James, CBS, Chicago, Park Plaza.
Kaye, Arthur E., KXOK, St. Louis, Jefferson.
Kaye, Sidney, BMI, New York, Jefferson.
Keasler, Jack, WOAI, San Antonio, DeSoto.
Kelchner, O. J., WMMN, Fairmont, W. Va., Jefferson.
Keller, R. S., AMP, New York, Jefferson.
Kemp, Arthur, CBS, New York, Park Plaza.
Kendall, F. C., *Advertising & Selling*, Jefferson.
Kendrick, A. J., WBS, New York, Jefferson.
Kennedy, J. H., KXOK, St. Louis, Jefferson.
Kennon, Mr., KGBX, Springfield, Mo., Lennox.
Kercher, G. A., Edward Petry & Co., Jefferson.
Kettler, Stanton P., WSPD, Toledo, Jefferson.
Kiggins, Keith, NBC, New York, Jefferson.
King, Frank, WMBR, Jacksonville, Jefferson.
King, Jerry, Standard Radio, Jefferson.
Kirby, Ed., NAB, Washington, Jefferson.
Kirchofer, A. H., WBEN, Buffalo, Chase.
Kirsch, Marvin, *Radio Daily*, Jefferson.
Klauber, Edward, CBS, New York, Park Plaza.
Kleinfeld, M. J., Franklin-Bruck Adv. Agency, Jefferson.
Knight, W. T., Jr., WTOC, Savannah, Jefferson.
Knodel, J. W., Free & Peters, Jefferson.
Kobak, Edgar, NBC, New York, Jefferson.
Koessler, Walter, WROK, Rockford, Jefferson.
Kopf, Harry, NBC, Jefferson.
Korken, Maurice, WHBF, Rock Island, Lennox.
Kouwenhaven, A. B., Western Electric Co., Jefferson.
Krelstein, H. R., WMPS, Memphis, Jefferson.
Kyler, James F., WCLO, Janesville, Wis. Jefferson.

L

Lack, F. R., Western Electric Co., Jefferson.
Lahr, Malvin, WKOK, Sunbury, Pa., DeSoto.
Lamarque, J. W., Graybar, New York, Jefferson.
Lancaster, W. E., WTAD, Quincy, Ill., Jefferson.
Landis, Dewitt, KFYO, Lubbock, Tex., Lennox.
Landry, Robert, *Variety*, Jefferson.
Lane, Drury, BMI, New York, Statler.
Lane, Howard, KFBK, Sacramento, Jefferson.
Lane, Wm. T., WAGE, Syracuse, Lennox.
Langlois, C. O., Lang-Worth, Mayfair.
Lasensky, M. M., Wincharger Corp., Jefferson.
Latham, John R., American Network, Mayfair.
Laubengayer, R. J., KSAL, Salina, Kan., Jefferson.
Lavin, Barney, WDAY, Fargo, Jefferson.
Lawrence, Craig, KRNT, Des Moines, Jefferson.
LeGate, James M., WHIO, Dayton, DeSoto.
Leich, Clarence, WGBF, Evansville, Jefferson.
LeMasurier, Dalton, KDAL, Duluth, Jefferson.
Levy, Leon, WCAU, Philadelphia, Statler.
Lewis, Dick, KTAR, Phoenix, Jefferson.
Lewis, Dorothy, Radio Council on Children's Programs, Jefferson.
Liebler, Vin, Columbia Recording Corp., Mayfair.
Lindow, Lester W., WFBM, Indianapolis, Lennox.
Liner, J. C. Jr., KMLB, Monroe, La., Mayfair.
Liner, J. C. Sr., KMLB, Monroe, La., Mayfair.
Locke, C. B., KFDM, Beaumont, Tex., Lennox.
Lodge, Wm., CBS, New York, Park Plaza.
Loeb, Howard M., WFDF, Flint, Mich., Jefferson.
Lohnes, Horace L., Washington, Statler.
Long, Maury H., BROADCASTING, Jefferson.
Lord, Nathan, WAVE, Louisville, Jefferson.
Losey, George, KHMO, Hannibal, Mo., Statler.
Lounsberry, I. R., WGR, Buffalo, Jefferson.
Loyet, P. A., WHO, Des Moines, Jefferson.
Lucy, C. T., WRVA, Richmond, Mayfair.
Ludy, Ben, WIBW, Topeka, Mayfair.
Luther, Clark A., KFH, Wichita, Jefferson.
Lynch, Tom, Wm. Estay & Co., Mayfair.

M

Maland, J. O., WHO, Des Moines, Jefferson.
Mallinson, Horton W. Jr., Badger, Browning, Hersey Inc., Statler.
Malo, W. F., WDRC, Hartford, Statler.
Marshall, K. G., WBRC, Birmingham, Jefferson.
Maslin, Robert S. Jr., WFBR, Baltimore, Park Plaza.
Mason, Richard H., WPTF, Raleigh, Lennox.
Mason, H. R., Associated Press, Jefferson.
Masters, Keith, MBS, New York, Chase.
Mastin, Cecil, WNBF, Binghamton, N. Y., Statler.
Maxwell, M., Associated Broadcasting Co., Ltd., Montreal, Canada, DeSoto.
May, Earl E., KMA, Shenandoah, Ia., Lennox.
Mayo, John, Associated Recorded Program Service, New York, Jefferson.
McBride, W. G., WDBO, Orlando, Fla., DeSoto.
McCarthy, C. L., KQW, San Jose, Jefferson.
McClancy, B. F., NBC, New York, DeSoto.
McClinton, H. L., N. W. Ayer & Son, Statler.
McClung, Hugh, KYOS, Merced, Cal., Jefferson.
McCollister, H. J., Baldwin Park, Cal., Melbourne.
McCollough, Clair R., WGAL, Lancaster, Pa., Jefferson.
McCormack, John C., KWKH, Shreveport, Jefferson.
McCurdy, R. F., Graybar, New York, Jefferson.
McGillvra, Joseph Hershey, New York, Statler.
McGrath, Helen, J. Walter Thompson Co., Mayfair.
McGuineas, Wm., WGN, Chicago, Chase.
McIntosh, Robert, WGRC, New Albany, Ind., Jefferson.
McLaughlin, C. A., WIBC, Indianapolis, Lennox.
McPherson, K. O., KPFA, Helena, Mont., Statler.
Meighan, Howard, CBS, N. Y., Park Plaza.
Mellett, Lowell, Washington, Jefferson.
Merino, John, KTUC, Tucson, Mayfair.
Meyer, Phillip J., KFYR, Bismarck, N. D., Jefferson.
Meyers, Carl, WGN, Chicago, Chase.
Meyers, Charles, KMBC, Kansas City, Jefferson.
Midgley, C. E., BBDO, Jefferson.
Milbourne, L. Waters, WCAO, Baltimore, Jefferson.
Miller, Allen B., Clear Channel Broadcasting Service, Jefferson.
Miller, C. R., Collins Radio Co., Jefferson.
Miller, Joseph L., NAB, Jefferson.
Miller, Neville, NAB, Jefferson.
Mills, Frank R., Jefferson.
Mitchell, L. S., WDAE, Tampa, Park Plaza.
Mitchell, R. E., WMBG, Richmond, Jefferson.
Moore, William J., WBNX, New York, Jefferson.
Morency, Paul W., WTIC, Hartford, Jefferson.
Morgan, Clem, Great Bend, Kan., Lennox.
Moroney, J. M., WFAA, Dallas, Jefferson.
Morris, R. M., NBC, Jefferson.
Morrison, J. F., Western Electric Co., Jefferson.
Morton, A. H., NBC, New York, Statler.
Moss, Walter E., International News Service, Statler.
Mullen, Frank E., NBC, Jefferson.
Murdock, Marcellus, KFH, Wichita, Jefferson.
Murphy, James A., KIT, Yakima, Wash., Jefferson.
Musselman, B. B., Kansas City, Mo., Lennox.
Myers, C. W., KOIN, Portland, Ore., Jefferson.

N

Neale, J. James, Blackett-Sample-Hummert, Jefferson.
Nelson, Miss Linnea, J. Walter Thompson, Mayfair.
Nelson, Louis J., Wade Advertising Co., Statler.

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Nicholson, Ralph, *Tampa Times*, Park Plaza.
Nicoll, Paula, MBS, New York, Chase.
Norris, S., Amperex, Statler.
Norton, Ed, WMBR, Jacksonville, Jefferson.
Norton, Ed, WAPI, Birmingham, Jefferson.
Norton, George W., Jr., WAVE, Louisville, Jefferson.
Norton, John H. Jr., NBC, Jefferson.
Nunn, Gilmore N., WLAP, Lexington, Ky., Jefferson.

O

O'Donovan, C. A., KVOO, Tulsa, Jefferson.
Orr, B. F., KTRH, Houston, Jefferson.
Orr, Wallace, N. W. Ayer & Son, Statler.
Outler, John, WSB, Atlanta, Jefferson.

P

Page, E. C., Page & Davis, Washington, Statler.
Palmer, Colonel B. J., WOC, Davenport, Ia., Statler.
Parham, Carter, WDOD, Chattanooga, Mayfair.
Parsons, W. B., NBC, Jefferson.
Pasternak, Davis, WIL, St. Louis, Jefferson.
Patt, John, WGAR, Cleveland, Mayfair.
Patzloff, W. F., Branham Co., Jefferson.
Paul, W. L., KINY, Juneau, Alaska, Jefferson.
Pearson, John E., KGBX, Chicago, Lennox.
Pell, C. C. Jr., Audio Devices Inc., Jefferson.
Pellegrin, Frank, NAB, Jefferson.
Penny, Royal, WBT, Charlotte, Park Plaza.
Peter, Paul F., NAB, Washington, Jefferson.
Petersen N. C., KGNO, Dodge City, Kan., DeSoto.
Peterson, Eldridge, *Printers' Ink*, DeSoto.
Peterson, Howard, WOW, Omaha, Jefferson.
Pew, Samuel H., International News Service, DeSoto.
Phillips, Charles F., WFBL, Syracuse, Jefferson.
Phillips, C. G., KIDO, Boise, Ida., Jefferson.
Pigney, Joe, Associated Press, Jefferson.
Pill, Howard E., WSFA, Montgomery, Ala., Mayfair.
Place, Russell P., NAB, Jefferson.
Porter, George B., Washington, Lennox.
Porter, Paul, CBS, Park Plaza.
Potter, Hugh O., WOMI, Owensboro, Ky., Lennox.
Potter, John W., WHBF, Rock Island, Jefferson.

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Justice Dept. Studies Report To Decide Net Monopoly Plans

AT LEAST a fortnight will elapse before the Department of Justice decides whether it will initiate Sherman anti-trust proceedings against the networks on the basis of the FCC, are those of alleged re- its network-monopoly inquiry.

Chairman James Lawrence Fly on May 5 transmitted to Attorney General Robert Jackson a copy of the report, and the Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, three copies of the report along with the full record of the three-year-old inquiry. In covering letters he said the documents were transmitted "for such attention as you may deem proper". In addressing Mr. Arnold, however, Chairman Fly referred to "previous discussions" with him on the monopoly inquiry.

Waters Will Study

The preliminary study will be made by Victor O. Waters, special assistant to the Attorney General, who handled the ASCAP-BMI consent decrees and who already has been assigned to the Petrillo-music case, as well as the monopoly study. He will be assisted by Warren P. Cunningham, his associate in the earlier proceedings, and will report to Holmes Baldridge, chief of the litigation section of the Anti-Trust Division.

The questions to be studied by the Department, at the invitation of the FCC, are those of alleged restraints upon the broadcasting industry caused by the purported monopolistic tendencies of the major networks, and of RCA's control of NBC. Since the charges against James C. Petrillo, head of the American Federation of Musicians, also involve imposition of restraints upon users, through made work and boycotts, it is entirely possible that the Department may move against all such allegations in grand jury proceedings. The Petrillo proceedings were ordered in February by Mr. Arnold, at which time it also was announced that Mr. Waters had been instructed to undertake a preliminary study of the network-monopoly situation.

Chairman Fly sent to the Department of Justice three packing cases containing the chain-monopoly record. Each box was 2-feet long and 1½-feet high.

Powell, Malvern L., WGH, Norfolk, Jefferson.
Poynor, D. J., WMBH, Joplin, Mo., Jefferson.
Prockter, Bernie, Biow Co., Mayfair.
Pulliam, Eugene C., WIRE, Indianapolis, Jefferson.
Pyle, K. W., KFBI, Wichita, Lennox.
Pyle, Wm. D., KVOD, Denver, DeSoto.

R

Rager, Hugh, First United Broadcasters, Lennox.
Rapp, J. C., KMA, Shenandoah, Ia., Lennox.
Raymer, Paul, New York, Mayfair.
Read, Louis, WWL, New Orleans, Jefferson.
Ream, Joe, CBS, New York, Jefferson.
Reed, Dwight S., Headley Reed Co., Mayfair.
Reed, Vernon, KFH, Wichita, Jefferson.
Reineke, E. C., WDAY, Fargo, Jefferson.
Reinsch, J. Leonard, WSB, Atlanta, Jefferson.
Rembert, C. W., KRLD, Dallas, Mayfair.
Reulman, S. J., Katz Agency, Statler.
Reuss, William, WOW, Omaha, Jefferson.
Revercomb, Everett E., NAB, Jefferson.
Revoir, Frank, WAGE, Syracuse, Lennox.
Richardson, Gen. Robt. C., Washington, Jefferson.
Ridge, Edney, WBIG, Greensboro, Jefferson.
Rigby, John, KFH, Wichita, Jefferson.
Ringlep, Carter, KMBC, Kansas City, Jefferson.
Rintoul, S. R., Katz Agency, Statler.
Robb, Archie, WIOD, Miami, Jefferson.
Robertson, Charles, Ralph H. Jones Agency, Statler.
Roderick, Dorrance, KROD, El Paso, Mayfair.
Rodgers, Dan, Raymond Spector Co., Statler.
Roeder, George, WCBM, Baltimore, Jefferson.
Roesler, George, Foreman Co., Jefferson.
Rogers, Edly, Associated Press, Jefferson.
Rogers, Naylor, BMI, New York, Statler.
Rollo, Reed T., Washington, D. C., DeSoto.
Rorabaugh, Charles N., *Printers' Ink*, DeSoto.
Rose, Rayburn, WLBJ, Bowling Green, Ky., DeSoto.
Rosenbaum, Samuel R., WFIL, Philadelphia, Jefferson.
Rosenburg, Manuel, *The Advertiser*, Jefferson.
Ross, C. C., Graybar Electric Co., Jefferson.
Roth, Eugene J., KONO, San Antonio, Jefferson.
Rothschild, W. J., WTAD, Quincy, Ill., Jefferson.
Runyon, J. W., KRLD, Dallas, Mayfair.
Runyon, M. R., CBS, New York, Jefferson.
Ruppell, Louis, CBS, New York, Park Plaza.
Russell, F. M., NBC, Jefferson.
Ryan, Miss Hazel, KRKD, Los Angeles, Jefferson.
Ryan, J. H., WSPD, Toledo, Jefferson.

S

Saliba, Geo. J., Presto Recording Corp., Statler.
Sambrook, A. B., WBS, New York, Jefferson.
Samuelson, Cliff S., General Mills, Park Plaza.
Schannberger, Major, Kansas City, Lennox.
Schechter, A. A., NBC, Statler.
Schepp, Rex, WIRE, Indianapolis, Jefferson.
Schilling, John T., WHB, Kansas City, Mayfair.
Schilpin, Fred, KFAM, St. Cloud, Minn., Jefferson.
Schindler, S. E., WGRC, New Albany, Ind., Jefferson.
Schreiber, Frank, MBS, New York, Chase.
Schudt, William A., Jr., Columbia Recording Corp, Mayfair.
Scraper, E. F., KFH, Wichita, DeSoto.
Scripps, W. J., WWJ, Detroit, Jefferson.
Searle, Don, KOIL, Omaha, Jefferson.
Sears, E. H., Sears & Ayer, Jefferson.
Sedgwick, Harry, CFRB, Toronto, Jefferson.
Sedgwick, Joe, CAB, Toronto, Jefferson.
Segal, Paul M., Washington, Mayfair.
Sepaugh, L. M., WSLI, Jackson, Miss., Jefferson.
Sexton, Jack, WTAD, Quincy, Ill., Jefferson.
Shaffer, Roger, WSPA, Spartanburg, S. C., Jefferson.
Shafto, G. Richard, WIS, Columbia, S. C., Jefferson.
Shapiro, M. H., *Radio Daily*, Jefferson.
Sharp, Ivor, KSL, Salt Lake City, Jefferson.
Sharp, Thomas E., KFSD, San Diego, Jefferson.
Shaw, Glen, KSL, Salt Lake City, Jefferson.
Shawd, Arch, WTOL, Toledo, Jefferson.
Shepard, John, III, WNAC-W1XOJ, Boston, Park Plaza.
Sherwood, Alec, Standard Radio, Jefferson.
Sholis, Victor, Clear Channel Broadcasting Service, Jefferson.
Shurick, Edward P., WLOL, Minneapolis, Jefferson.
Sibson, Ken L., KRGV, Weslaco, Tex., Lennox.
Sill, Jerome, CBS, New York, Park Plaza.
Sinnett, R. J., WHBF, Rock Island, Ill., Lennox.
Skene, A. A., Western Electric Co., Jefferson.
Slavick, H. W., WMC, Memphis, Jefferson.
Smeby, Lynne C., NAB, Jefferson.
Smith, Cal, KFAC, Los Angeles, Mayfair.
Smith, George W., WWVA, Wheeling, Jefferson.
Smith, Hugh M., WAML, Laurel, Miss., DeSoto.
Smith, J. P., WGRC, New Albany, Ind. Jefferson.
Smith, Kelly, WBBM, Chicago, Park Plaza.
Smith, Neal A., WCOL, Columbus, Jefferson.
Smith, Vernon H., KOWH, Omaha, DeSoto.
Sneder, Richard E., Civil Service Commission, Jefferson.
Snow, C. E., Western Electric Co., Jefferson.
Snyder, Glenn, WLS, Chicago, Jefferson.
Socolow, Walter A., Jno. Paige & Co., Jefferson.
Sollie, Sigurd, Memovox Inc., Jefferson.
Sommerville, Robert, CBS, New York, Park Plaza.
Soule, O. P., KSEI, Pocatello, Ida., DeSoto.
Sowell, F. C., WLAC, Nashville, Mayfair.
Sparks, E. L., KHMO, Hannibal, Mo., Statler.
Spearman, Paul D. P., Washington, Lennox.
Spence, Harry, KXRO, Aberdeen, Wash., Jefferson.
Stanton, Frank, CBS, New York, Park Plaza.
Stark, Miss Evelyn, Hays McFarland & Co., Statler.
Staublitz, E. J., Blaw-Knox Co., Jefferson.
Stetson, Albert, KYCA, Prescott, Ariz., Jefferson.
Stewart, Elliott, WIBX, Utica, N. Y., Statler.
Stewart, Jack, KGBX, Springfield, Mo., Jefferson.
Stitt, Maynard, NBC, New York Jefferson.
Stoer, E. M., WINS, New York, Statler.
Stone, Harry, WSM, Nashville, Mayfair.
Stone, Wallace E., WDGY, Minneapolis, Minn., Jefferson.
Storer, George B., WWVA, Wheeling, W. Va., Jefferson.
Streed, Ivan, WHBF, Rock Island, Lennox.
Streibert, Ted, WOR, New York, Jefferson.
Stringer, Arthur, NAB, Jefferson.
Sullivan, B. O., Associated Press, Jefferson.
Summerville, W. H., WWL, New Orleans, Jefferson.
Sutton, George O., KXOK, St. Louis, Jefferson.
Swartley, W. C., WBZ, Boston, Jefferson.
Swartwood, H., KOIN, Portland, Ore., Jefferson.
Swicegood, Jess, WKPT, Kingsport, Tenn., DeSoto.
Sykes, E. O., Washington, Lennox.

T

Taft, Hulbert, Jr., WKRC, Cincinnati, Jefferson.
Taishoff, Sol, BROADCASTING, Jefferson.
Taylor, Dale L., WENY, Elmira, N. Y., Jefferson.
Taylor, E. H., Graybar, New York, Jefferson.
Taylor, O. L., KGNC, Amarillo, Jefferson.
Tedrick, O. A., KWOC, Poplar Bluff, Mo., Mayfair.
Thayer, John, WWNC, Asheville, DeSoto.
Thomas, C. L., KFRU, Columbia, Mo., Lennox.
Thomas, Norman, WDOD, Chattanooga, Mayfair.
Thomason, Mims, United Press, Jefferson.
Thompson, Griffith B., WBYN, Brooklyn, Statler.
Thompson, R., CAB, Toronto, Statler.
Thompson, Roy, WFBG, Altoona, Pa., Jefferson.
Thornberg, Don, KNX, Hollywood, Park Plaza.
Thurber, Comdr. H. R., Washington, Jefferson.
Thwaites, E. N., Albuquerque, N. M., DeSoto.
Timlin, J. F., Branham Co., Jefferson.
Tips, Kern, KPRC, Houston, Jefferson.
Tison, W. Walter, WFLA, Tampa, Jefferson.
Tompkins, Merritt, BMI, New York, Jefferson.
Trace, Gene, WMBD, Peoria, Jefferson.
Trammell, Niles, NBC, New York, Jefferson.
Treacy, John, NBC, Jefferson.
Tucker, Merle H., KROD, El Paso, Mayfair.
Tully, J. C., WJAC, Johnstown, Pa., Jefferson.
Turner, J. P., WLBJ, Bowling Green, Ky., DeSoto.
Twamley, Edgar, WBEN, Buffalo, Chase.

U

Uridge, Owen, WJR, Detroit, Mayfair.

V

Van Person, W., WRAK, Williamsport, Pa., Statler.
Van Volkensberg, J. L., WBBM, Chicago, Jefferson.

W

Wagstaff, W. E., KDYL, Salt Lake City, Statler.
Wailes, Lee B., Westinghouse Co., Mayfair.
Wall, H. G., WIBC, Indianapolis, Lennox.
Wallace, F. P., WWJ, Detroit, Jefferson.

Wallace, Vice-President Henry A., Washington, Jefferson.

Watson, Loren L., International Radio Sales, Statler.

Way, Wm. B., KVOO, Tulsa, Lennox.

Weber, Fred, MBS, New York, Chase.

Weed, Joseph J., Weed & Co., Statler.

Weeks, Roland, WCSC, Charleston, S. C., Jefferson.

Weil, Ralph, WISN, Milwaukee, DeSoto.

Weiss, Lewis Allen, Don Lee, Hollywood, Mayfair.

Weiss, Pierre, Lang-Worth, Mayfair.

Wentworth, Ralph, Lang-Worth, Mayfair.

West, William, WTMV, E. St. Louis, Ill., Jefferson.

Wheelahan, Harold, WSMB, New Orleans, Jefferson.

Wheeler, Clarence, WHEC, Rochester, Jefferson.

Whitaker, Stanley, United Press, Jefferson.

Whitlock, E. S., WRNL, Richmond, Jefferson.

Whitmore, Will, Western Electric Co., Jefferson.

Whitten, I. H., Graybar, Washington, Jefferson.

Wilburn, David, WGRC, New Albany, Ind., Jefferson.

Willer, Harry C., WSYR, Syracuse, Jefferson.

Willard, Jess, WJSV, Washington, Park Plaza.

Willets, H. N., Western Electric Co., Jefferson.

Williams, Edwin Moss, United Press, Park Plaza.

Williams, R. B., KVOA, Tucson, Jefferson.

Williamson, Warren P., Jr., WKBN, Youngstown, Jefferson.

Willis, Marjorie B., WTOC, Savannah, Jefferson.

Wilson, Glenn V., KRMD, Shreveport, Jefferson.

Wilson, H. W., WGTM, Wilson, N. C., Statler.

Wilson, Herbert L., New York City, Jefferson.

Wilson, Howard, Howard H. Wilson Co., Lennox.

Wilson, L. B., WCKY, Cincinnati, Mayfair.

Winger, Earl, WDOD, Chattanooga, Mayfair.

Winton, Chas. J., WLOL, Minneapolis, Statler.

Winston, Lou R., Radio Producers of Hollywood, Jefferson.

Wixson, Harvey, KHQ, Spokane, DeSoto.

Wolver, Jack, WGRC, New Albany, Ind., Jefferson.

Woodruff, J. W., WRBL, Columbus, Ga., Jefferson.

Woods, Woody, WHO, Des Moines, Jefferson.

Wyatt, Gene, WBEN, Buffalo, Chase.

Wyler, Karl O., KTSM, El Paso, Jefferson.

Wylie, Margaret, J. Walter Thompson Co., Mayfair.

Y

Young, Adam, 366 Madison, New York City, Statler.

Z

Zimmerman, Ed, KARK, Little Rock, Jefferson.

Continental on 130

CONTINENTAL OIL CO., New York (Conoco) will use one-minute transcribed dramatized announcements twice a day between June 4 and 29 on approximately 130 stations. Tracy-Locke-Dawson, New York, is agency.

Hecker Contest

HECKER PRODUCTS Corp., New York, manufacturers of Shinola shoe polish, starting May 17 will give away $1,000 in prizes each week for endings to the sentence "I like Shinola white cleaner because . . ."

McCosker's Song

A. J. McCOSKER, president of WOR, New York, ran into a musical mixup last week when Mills Music Co. wanted to revive the ASCAP tune "Give Me Your Answer", which Mr. McCosker composed back in 1925. The song, being ASCAP, couldn't be played on WOR or other MBS stations, so it was placed on Irv Carroll's program from Jack Dempsey's restaurant on WMCA, New York—one of the independent stations playing ASCAP tunes.

McCosker, Macfarlane Laud Net Report For Thoroughness, Long-Range Vision

IN A WIRE to President Roosevelt, dated May 7, Alfred J. McCosker, chairman of the board of MBS, and W. E. Macfarlane, president of the network, praised the FCC monopoly report for its "thoroughness, fairness and long range enlightened vision" and disclaimed Mark Ethridge as a spokesman for Mutual and its affiliates. The wire reads:

"Certain press accounts and editorials attacking the FCC for its recent chain broadcasting report lead us to communicate to you the belief of majority stockholders in the Mutual Broadcasting System that the criticisms are unjustified. Obviously, many of the critics either have not read the report or reflect a vicious partisan viewpoint.

'Due Process'

"Although Mutual is adversely affected in some respects, these stockholders believe the Commission's report is, on the whole, sound and highly commendable for its thoroughness, fairness and long-range enlightened vision. It resulted from exhaustive research and formal hearings lasting over many months, in which all parties were given full opportunity to be heard, followed by extensive briefs and arguments, the entire proceedings being conducted in accordance with the American ideal of due process of law.

"Press accounts indicate that an individual, acting as self-constituted mentor and representative of the industry, is calling upon you, purporting to present industry views against the Commission's report. In so doing he does not speak for Mutual or we believe the great proportion of Mutual affiliates and independent non-network stations whose progress has heretofore been stultified by the restrictive practices condemned in the report.

"The new regulations for the first time bring to the radio industry an opportunity for genuine competition, free of excessive control and domination heretofore exercised over the entire industry by two other national network companies."

Vogel Joins B & B

FRANK E. VOGEL, chief of the European division of Lord & Thomas for 12 years, has joined Benton & Bowles, New York, as an executive in the radio department. While in France, Mr. Vogel was credited with introducing the American type of variety and serial programs in that country. Before joining Lord & Thomas, he was associated with George Batten Inc., New York.

GILLETTE SPONSORS HEAVYWEIGHT FIGHT

FIRST in the series of 20th Century Sporting Club matches to be broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston, is scheduled for June 18 when Joe Louis fights Billy Conn for the heavyweight championship at New York's Polo Grounds. This contest is dependent on a victory by Louis when he meets Buddy Baer in Washington May 23, this fight to be heard on NBC-Blue as one of the Adams Hats series of fight broadcasts.

Second in the Gillette series on MBS is the Al Davis-Fritzie Zivic non-title welterweight bout June 25 at the Polo Grounds, with a portion of the gate receipts going to the Army Relief Fund. Agency for Gillette is Maxon Inc., New York.

NBC's legal action to prevent Mutuals' acquisition of the fights produced only minor moves last week. NBC acceded, with certain stipulations, to the MBS motion to examine John F. Royal, NBC vice-president, before trial, and set the date of this examination as May 19, when Mr. Royal will have returned from the Coast. In return, NBC on May 8 made a similar motion to examine Mike Jacobs, president of the 20th Century Sporting Club and a defendant in the suit, before trial. NBC has also placed demands on all defendants for particulars of their defenses.

RAY M. NEIHENGEN, of the local and spot sales traffic department, NBC, Chicago, won a Chevrolet in a raffle.

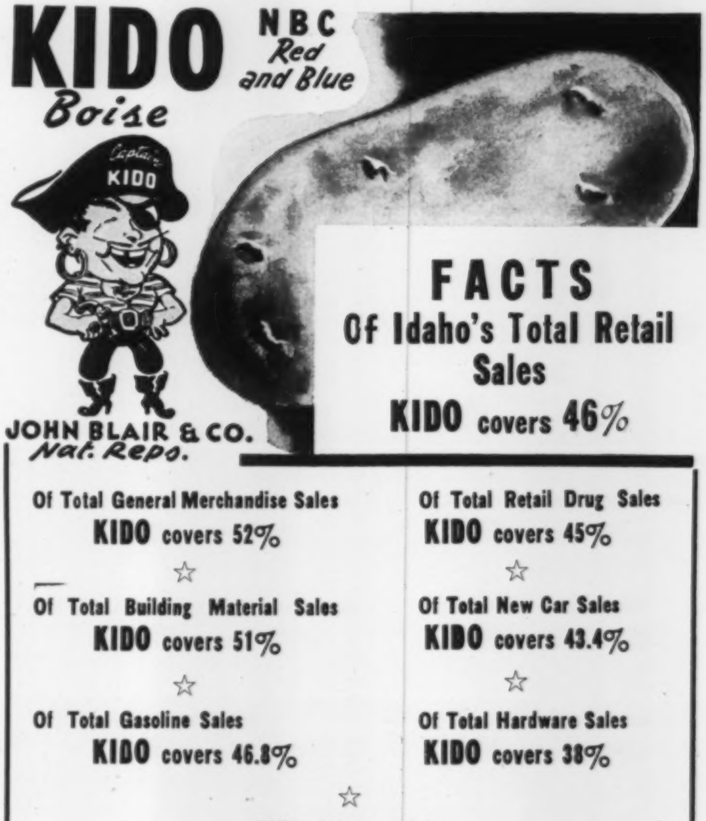
RADIO'S INFLUENCE ON WOMEN STUDIED

WHETHER, through daytime serials, "radio is likely to have a great influence upon the attitude of some 2,000 regular women listeners toward their own lives and the problems they have to meet" is the question analyzed by Herta Herzog in an article titled "On Borrowed Experience," appearing in *Studies in Philosophy & Social Science.*

This compilation of papers, dealing with problems of modern mass communication, was published in April by the Institute of Social Research in collaboration with the Office of Radio Research of Columbia U, New York.

Miss Herzog's report, based on personal interviews obtained within the last two years with 100 women living in Greater New York, delves deep into the reason why women like such programs with their answers boiling down the "stereotyped formula" that all the serials tell about "getting into trouble and out again". Basically, Miss Herzog says, "the various stories appeal to the listener's insecurity and provide him or her in one way or another with remedies of a substitute character."

Although numerous comments by listeners are quoted to show their emotional reactions to serial programs, Miss Herzog states in conclusion that "it is impossible to give a final interpretation of the comments without a careful content analysis and a more elaborate study of the effects of listening upon the psychological make-up of the listeners."


KIDO

NBC Red and Blue

Boise

JOHN BLAIR & CO. Nat. Reps.

FACTS

Of Idaho's Total Retail Sales

KIDO covers 46%

Of Total General Merchandise Sales

KIDO covers 52%

☆

Of Total Building Material Sales

KIDO covers 51%

☆

Of Total Gasoline Sales

KIDO covers 46.8%

Of Total Retail Drug Sales

KIDO covers 45%

☆

Of Total New Car Sales

KIDO covers 43.4%

☆

Of Total Hardware Sales

KIDO covers 38%

☆

Of Total Grocery Sales

KIDO covers 32%

• To Serve Well •
The Broadcasting Engineer

CREI Puts *Facts* INTO WORDS

8 Complete Laboratories and Modern Equipment of the CREI RESIDENCE SCHOOL Are Used to Prove and Improve Each Lesson Included in the CREI Home Study Course . . . . .

A total of 2700 sq. ft. is devoted to these laboratories:

MAIN EXPERIMENTAL LABORATORY
STANDARD FREQUENCY LABORATORY
TRANSMITTER LABORATORY
SHOP PRACTICE WIRING LAB
BROADCAST LAB, STUDIO GROUP
TELEVISION LABORATORY
GENERATOR AND POWER LABORATORY
ADVANCED EXPERIMENTAL, AUDIO LAB

What do these extensive Residence School facilities mean to the Home Study student?

They mean that lessons are not only based on *theory*, but also on practicability and useability, as determined by tests made upon the Residence School Class of students.

They mean that faculty members are constantly applying new theories and putting TECHNICAL *FACTS* INTO UNDERSTANDABLE WORDS!

They mean that this Residence School background protects and increases each investment in CREI training, by providing up-to-date lesson texts developed in our laboratories—keeping pace at all times with the forward surge of the industry.

They mean that based on this scientific foundation, CREI offers the *only* high-type course of its kind in advanced Practical Radio Engineering.

These facts are important to you . . . and to EVERY MAN who is seeking a way to improve his position in the radio field. We will be pleased to send our booklet and pertinent facts on request.

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute

E. H. RIETZKE, *President*

Dept. B-5
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

Foreign Broadcast Office in State Dept. Urged in Column by Dorothy Thompson

MAINTAINING that shortwave broadcasting to Latin America and other countries is an integral part of American diplomacy, Dorothy Thompson in her syndicated column printed last Wednesday in the *New York Post* recommended that an international broadcasting organization be set up under the State Department.

It would operate shortwave facilities to insure a positive policy which will combat directly the propaganda broadcasts of totalitarian powers.

Miss Thompson declared that conduct of international shortwave broadcasting by private companies was "illogical" and that these companies should ask the Government to relieve them of their responsibility in this field.

Policy Needed

Calling for Government operation of shortwave outlets to fight totalitarian air campaigns directed at Latin America, Miss Thompson declared that under private operation U. S. international outlets have no defined or common policy and are "subject to the pressures of private commercial interests". She termed shortwave radio operations "the most effective means of having America heard abroad, a powerful weapon for influencing the course of events, and a powerful instrument in the psychological warfare which is going on between Democracy and its enemies".

"There is, inevitably, some conflict between the business mind and any larger political policy," Columnist Thompson declared. "Shortwave programs have been, and as far as I know, still are, sponsored by American corporations, so that news and comment on them is heard through the courtesy of fruit, or oil, or fountain pens, or what not. The sponsor inevitably has his own interests to preserve, and our South American friends must inevitably obtain the impression that commercial pressures and political analysis go close together. In a world where the Axis powers continually attack us as 'money-loving commercialists', this is deplorable.

"One network that makes a specialty of shortwave broadcasts—it is not one of the major American systems, but has a powerful transmitter and specializes in shortwaves—puts speakers on the air in all languages to expound American ideals and general policies. Who selects these speakers? Are they subject to any official check?

"That answer is they are not. The network selects them. The men in charge have the best intentions in the world, but they are not men in close touch with the State Department. They must find persons who speak foreign languages, and who possibly have names known abroad. This is all right, but it is unfortunate that men are sometimes selected to speak who are wholly discredited in the nations whose language they command, and others present themselves to speak who have personal foreign political interests at stake.

Much at Stake

"Both the Government and the networks wish, apparently, to avoid an airing of this question—the Government because it fears it will be accused of trying to 'take over' the broadcasting companies; the broadcasting companies because they fear an 'entering wedge'.

"But the problem needs thinking through. What is at stake is a good deal more than the private interests of the broadcasting companies. They ought, if they were wise, to ask the Government to relieve them of this responsibility. The Government ought to set up an organization under the State Department, with proper safeguards against partisan politics and take over shortwave, establish the policy, and take the responsibility for it.

"There is a different problem involved in programs designed for internal listeners and programs designed for people abroad. We are in a war of nerves, and a war of ideas, and we are in it under the most adverse possible conditions. It is neither the business of private companies to decide what goes out, nor their responsibility to pay for what goes out. Shortwave broadcasting is an integral part of American diplomacy, and its conduct by private companies is illogical."

RITTERS FURNITURE Co., Chicago, on May 18 starts a 52-week schedule of seven-weekly quarter-hour news programs on WJJD, Chicago. Agency is Henry Flarsheim & Staff, Chicago.

PRIVATE THOMAS DE HUFF, formerly in the NBC advertising and promotion department, is now working on special duty in the public relations office at Ft. Monmouth, N. J., assisting in the production of the camp's weekly radio program heard on WCAP, Asbury Park, N. J.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Program Director—Outstanding opportunity for man with actual experience as program director to help build up new radio station in large Eastern city and build up his own reputation. Station is spectacular success so far and requires man thoroughly familiar with station routine, programming, production. Moderate starting salary—splendid chance for right man. Write Box 462, BROADCASTING.

Salesmen—Experienced, campaigns, copywriting, announcing. State—marriage, draft status. Bondable. Box 461, BROADCASTING.

Two Salesmen—Experience in selling in medium-sized city. Howard L. Chernoff, WCHS, Charleston, W. Va.

Assistant Sales Manager—For regional, non-network, rural coverage station. Services desired immediately. Promotion to sales manager within 6 months upon satisfactory record. Box 456, BROADCASTING.

Positions To Offer—Combination operator-announcers, transradio press, salesmen, others except talent. Register with recognized employment bureau — National Radio Employment Bureau, Box 864, Denver, Colorado.

Wanted Immediately—Announcer for Mutual outlet. Write fully stating versatility, writing and performing ability, experience, draft possibilities and starting salary expected. H. M. Steed, WLAV, Grand Rapids, Michigan.

Radio Technicians And Engineers Wanted—Large broadcasting company in East has openings for experienced radio technicians-engineers who can speak or have a knowledge of Spanish and/or Portuguese. Apply in writing, stating detailed qualifications, including photograph, to Box 453, BROADCASTING.

Net Affiliated Local—In Southern market of 75,000 needs local Sales Manager. Salary and commission basis such that current income would be $50 weekly with opportunity for good man to greatly increase this. Must have ability to direct sales force, and assume responsibility for station operation when required. Inquiries kept confidential. Applicants should be in

Help Wanted (Continued)

position to appear for personal interview. Box 460, BROADCASTING.

Situations Wanted

Salesman—Well experienced, aggressive, high proven record, good references, not draftable, desires change. Box 452, BROADCASTING.

Engineer—Eleven years' broadcast station experience. Excellent references. Qualified to act as chief or assistant. Box 454, BROADCASTING.

Commercial Writer—5 years' experience handling copy for 5 kilowatt network affiliate. Seeks chance for advancement. Box 457, BROADCASTING.

Writer—Live copy, plays, news commentaries, publicity, etc. Prefer eastern station or agency. Now employed as announcer-writer. University education. Draft exempt. Box 458, BROADCASTING.

Married Man—Fourteen years' experience, sales, continuity, program, announcing, station management and ownership. Best references. Will accept any kind of position at reasonable salary. Box 451, BROADCASTING.

Station Manager—9 years' experience in all departments. At present employed as commercial manager of a large station. Wishes to manage network affiliated station. For details address Box 459, BROADCASTING.

Chief Engineer—Excellent record of past experience thoroughly familiar with RCA Equipment, design, installation, maintenance, personnel, testimony before FCC, 14 years' continuous employment, best of references. Gladly arrange an interview at own expense. Box 455, BROADCASTING.

Wanted to Buy

Wanted—GR 516-C Radio Frequency Bridge, associated equipment optional. C. L. Hastings, KFEL, Denver.

Business as Usual Is Network Policy

Agencies Believe That FCC 'Can't Get Away With It'

CONFIDENCE that the FCC "can't get away with" its attempted revision of network broadcasting and that NBC and CBS will "win out in the end" seemed general among New York advertising agency radio executives last week. While their curiosity over the Commission's action as reported in the Sunday papers caused them to swamp NBC and CBS with calls on Monday, they seemed generally satisfied with the assurances received that the ruling would be fought by every means available and that in the meantime their clients' programs would be broadcast on the same basis as before.

Just how the networks will proceed to combat the new FCC rule was not known. Network officials stated that the 150-page report is being carefully studied and that plans to block the carrying out of its provisions must wait until this analysis has been completed. But that the ruling will be fought there is no doubt.

Niles Trammell, NBC president, told a special meeting of all NBC salesmen, Red, Blue and spot, that they could offer their clients assurance of business as usual for a long time to come.

Edgar Kobak, vice-president in charge of the Blue network, which the new regulations would divorce from NBC control, on Tuesday issued a memo to his staff stating that "whatever we decide to do will be done for the complete protection of the public, our company, our employes, our advertisers, our stations and our talent. We have not knowingly been guilty of any wrongdoing and any mistake which we may have made will be found to be of the head and not of the heart.

"So hold your heads high—go about your business in your regular way—sell and serve honestly—help to build the Blue to even greater heights."

AT DEDICATION of the new Vultee airplane plant in Nashville, two networks carried pickups and WSM had an exclusive plane-ground program featuring Wendell Willkie, who is having a parachute buckled on prior to the flight in an observation plane. With him are Richard Miller, Vultee president; Mrs. W. P. Cooper, mother of Governor Cooper of Tennessee; Davis Cobb, WSM announcer; Jack Stapp, program director, and Aaron Shelton, engineer.

Browne to J-W-T

BRADFORD BROWNE, radio actor and freelance director, will join J. Walter Thompson Co., Los Angeles, as producer of Gene Autry *Melody Ranch* program, replacing Tony Stanford, resigned. Mr. Browne will take over production of the show, sponsored on CBS by William Wrigley Jr. Co., Chicago, for Doublemint gum, on May 18.

McMAHAN FURNITURE Co., Santa Monica, Cal. (chain), heavy user of Southern California radio, is sponsoring a thrice-weekly quarter-hour newscast titled *The News Crier*, on KFI, Los Angeles. Contract is for eight weeks, having started May 1. Ad Carpenter Adv. Agency, Santa Monica, Cal., has the account.

RADIO ACTIVITIES AT WOMEN'S GROUP

TWO special broadcasts on NBC and a radio session have been scheduled so far by the General Federation of Women's Clubs from its annual convention in Atlantic City, N. J., May 19-26, while negotiations are now in progress for several programs to be broadcast on MBS.

The May 22 broadcast on NBC-Blue of *America's Town Meeting of the Air* will originate from the Convention Hall, the subject being "Is This Our War Now?". NBC-Red on May 23 will broadcast a talk by Mrs. John L. Whitehurst, president-elect of the General Federation.

Mrs. Harold V. Mulligan, radio chairman of the group, will conduct the radio session May 22, at which time A. A. Schechter, NBC director of news and special events, will conduct a two-way conversation with NBC foreign correspondents.

Helen Hiett, NBC foreign representative now in this country, and Cesar Saerchinger, NBC news analyst, also will speak during the session. After the convention, 300 regional, state and local radio chairmen of the Federation will come to New York to visit NBC's studios and hear Dr. James Rowland Angell, NBC public service counsellor, and other executives.

WOR, New York, from May 30 through Labor Day is planning almost nightly broadcasts from Monte Proser's Dance Carnival in Madison Square Garden, New York.

McNARY & CHAMBERS

Radio Engineers

Washington, D. C.

National Press Building
Telephone District 1205

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MAY 3 TO MAY 9, INCLUSIVE

Decisions . . .

MAY 5

MISCELLANEOUS—**W3XMC, Washington,** granted extension temp. authority FM; **WDRC, Hartford,** same, also W65H; **KFNF, Shenandoah, Ia.,** continued renewal hearing to 5-26-41; **WWDC, Washington,** granted modification CP re transmitter; **WRC, Washington,** granted modification CP increase power etc., for 980 kc under treaty; **WKWK, Wheeling,** granted modification CP re transmitter; **W2XQR, Long Island City, N. Y.,** granted extension temp. authority FM.

MAY 6

NEW, Chilton Radio Corp., Dallas—Granted CP 660 kc 1 kw D.

NEW, Northwest Ga. Broadcasting Co., Cedartown, Ga.—Granted CP 1340 kc 250 w im.

NEW, Cascade Broadcasting Co., Everett, Wash.—Granted CP 1460 kc 500 w unl.

MISCELLANEOUS — **WSJS, Winston-Salem, N. C.,** granted consent relinquish control by Gordon Grey over Piedmont Publishing Co., to 86 stockholders, conditionally, and granted renewal; **WCAX, Burlington, Vt.,** granted CP change to 620 kc 1 kw, directional N & D, new transmitter; **WMAZ, Macon, Ga.,** granted CP increase to 5 kw unl.; **KGEZ, Kalispell, Mont.,** granted modification CP directional N; **WJBC, Bloomington, Ill.,** granted assignment license from Arthur Malcolm McGregor and Dorothy Charlotte McGregor, partnership, to Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gatley, a partnership; **KNET, Palestine, Tex.,** granted consent assignment license from John Calvin Welch, William M. Keller and Bonner Frizell d/b Palestine Broadcasting Assn., to Bonner Frizell.

SET FOR HEARING—**NEW, Nashville Radio Corp., Nashville,** application CP 1410 kc 1 kw N & D directional; **NEW, A. M. Burton, Nashville,** application CP 1410 kc 1 kw N & D directional, both Nashville cases to be heard jointly; **KEVR, Seattle,** set for hearing application CP change to 1090 kc 250 w N & D, unl., new equip.

MAY 7

NEW, Tacoma Broadcasters Inc., Tacoma, Wash.—Adopted order granting application CP 1490 kc 250 w unl.

NEW, Michael J. Mingo, Tacoma, Wash.—Adopted order granting application CP 1430 kc 500 w or 1 kw unl.

W45D, Detroit—Ordered issuance of CP new FM station 3 kw transmitter, without prejudice to determination of newspaper issue.

W45CM, Columbus, O.—Ordered issuance of CP new FM station 3 kw transmitter, without prejudice to determination of newspaper issue.

W45BR, Baton Rouge, La.—Ordered issuance of CP new FM station without prejudice to determination of newspaper issue.

WIXG, Boston—Denied 30 day extension television authority.

WPRP, Ponce, P. R.—Set for hearing renewal application and CP increase power, change freq.

NEW, Evening News Press, Port Angeles, Wash.—Placed in pending files application new station 1450 kc 250 w unl, pending disposition of newspaper issue.

MAY 8

MISCELLANEOUS—**KRBC, Abilene, Tex.,** granted amendment application to 1470 kc directing hearing be cancelled; **KMA, Shenandoah, Ia.,** granted continuous renewal hearing to 5-27-41; **WGN, Chicago,** referred to Commission petition to intervene and enlarge issues re WTON application, and same for WHB.

Applications . . .

MAY 2

(Correction)

In the tabulation of FCC applications for May 2, appearing in the May 5 BROADCASTING, the headline "Applications" was inadvertently omitted. As a result there appeared a number of applications under the headline "Decisions". The applications incorrectly listed under "Decisions" were those of **WAAT, Jersey City; WJLS, Beckley, W. Va.; WHN, New York; WSAZ, Huntington, W. Va.; NEW, William Price, Burlington, N. C.; KMBC, Kansas City; KTUC, Tucson, Ariz.**

MAY 8

WCAP, Asbury Park, N. J.—Modification license to Sh.-WCAM.

WCAM, Camden, N. J.—Modification license to Sh.-WCAP.

NEW, Courier-Post Broadcasting Co., Camden, N. J.—CP 1540 kc 500 w 1 kw D unl.

W57A, Albany Co., N. Y.—Modification CP FM change to 43.5 mc 15,200 sq. miles.

W65H, Meriden, Conn.—Modification CP FM to 43.5 mc 13,944 sq. miles increase power.

WMMN, Fairmont, W. Va.—Modification CP change antenna, asking 920 kc under treaty.

NEW, Peter Q. Nyce, Alexandria, Va.—CP 740 kc 1 kw ltd., LS Houston.

WNBF, Binghamton, N. Y.—CP new transmitter, directional N, increase to 5 kw 1200 kc.

WGTM, Wilson, N. C.—CP move transmitter, studio.

NEW, J. I. Sims, Orangeburg, S. C.—CP 1450 kc 250 w unl.

NEW, Helena Broadcasting Co., Helena, Ark.—CP 1490 kc 250 w unl.

NEW, Concord Tribune Inc., Concord, N. C.—CP 1200 kc 1 kw ltd., LS San Antonio.

NEW, Beauford H. Jester, Waco, Tex.—CP 1230 kc 250 w unl.

WDNC, Durham, N. C.—CP new transmitter, directional, change to 620 kc 1-5 kw, move trans.

NEW, Iowa Great Lakes Broadcasting Co., Spencer, Ia.—CP 1240 kc 100 w unl.

NEW, William C. Hess, Fargo, N. D.—CP 1340 kc 250 w ltd., midnight to 7 a.m., Sh.-KVOX, amended to Sh.-KVOX.

W71RF, Rockford, Ill.—Modification CP change transmitter, antenna.

NEW, Globe Democrat Pub. Co., St. Louis—CP 44.7 mc 1,858,665 population, 15,850 sq. miles.

NEW, U of Illinois, Urbana, Ill.—CP noncommercial educational 42.9 mc 250 w unl. FM.

W63C, Chicago—Modification CP FM, change antenna, transmitter.

KOB, Albuquerque, N. M.—Special service authorization 1030 kc 25 kw N 50 kw D unl. 180 days.

Tentative Calendar . . .

MAY 16

KMA, Shenandoah, Ia.—License renewal.

MAY 26

KFNF, Shenandoah, Ia.—License renewal.

WCAM, Camden, N. J.; WCAP, Asbury Park; WTNJ, Trenton; NEW, Trent Broadcast Corp., Trenton; WDAS, Philadelphia—Consolidated hearing on renewal applications of WCAM, WCAP and WTNJ; CP's for WTNJ, Trent Broadcast Corp. and WDAS.

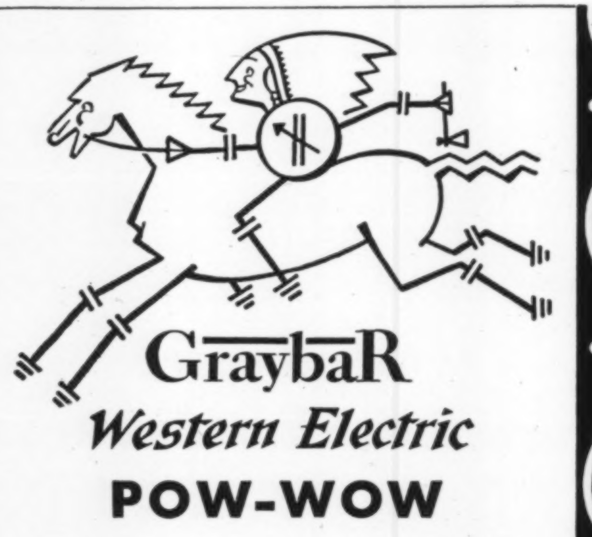
JUNE 3

WPAY, Portsmouth, O.—Transfer of control and renewal of license.

New Studio Dedication Is Arranged by WSBT

WSBT, South Bend, Ind., on May 12 was to dedicate its new operation with 500 watts on 960 kc. with a special dedicatory program 8-9 p.m. before an audience of 3,500 in the local John Adams High School auditorium. The show, dedicating new studios and transmitting plant, featured Irene Rich as mistress of ceremonies. Miss Rich, who was to fly in from Hollywood, was to interview Virgil Pinkley, United Press foreign news manager, on the program. Also appearing were Harlan Hogan's band, with Dale Evans and Buddy Clark, CBS performers, as soloists, and the Studebaker male chorus.

THE Gates Companies, Quincy, Ill., manufacturers of transmitter equipment, announce the addition to their sales engineering staff of F. J. Pippenger, former sales manager of Doolittle Radio Inc., Chicago.



GraybaR

Western Electric

POW-WOW

SUITE 648-52 NAB CONVENTION

RULING CLARIFIES SALESMAN'S STATUS

HAILED as a "break" for small stations, the Wage & Hour Division of the Labor Department has held under a recent interpretation of the Fair Labor Standards Act that radio's "outside salesmen" could write copy for accounts they handle without losing their qualification for exemption from the overtime provisions of the Act.

The interpretation was made following a query by Joseph L. Miller, NAB labor relations director [BROADCASTING, May 5], at a conference with Wage-Hour Division attorneys.

The definition of an exempt "outside salesman" declares that such an employe can do work "incidental to" his selling without losing exemption. The Wage-Hour Division's interpretation held that copy writing was "incidental to" selling. However, it was explained, announcing was not considered "incidental to" selling, and if an "outside salesman" spends on announcing assignments more than 20% as much time as regular announcers who are not exempt, his exemption is forfeited.

An example cited to illustrate the effect of the interpretation indicated that in a station where regular announcers work 40 hours weekly, an outside salesman could put in 40 hours weekly on outside selling, 10 hours on writing copy for accounts sold, and eight hours on announcing without payment of overtime.

NBC-Chicago Changes

CHANGES announced the week of May 5 in the engineering department of NBC Chicago, include the appointment of W. K. Cole, formerly control relief engineer to junior control supervisor taking over the post vacated by Paul H. Clark who reported for duty in the U. S. Naval Reserve. Glenn Webster replaced Cole. A. H. Otto, maintenance engineer, was transferred to studio and field work. R. H. Schoessow joined NBC staff as maintenance engineer, and W. J. Pickering was added to the staff as vacation relief engineer at the WMAQ transmitter.

Lazarus Joins Agency

HARRY J. LAZARUS, formerly advertising and divisional merchandise manager of the 12th St. Store, Chicago, on May 5 joined T. R. Bauerle Adv. Agency, same city, as associate. New accounts to be serviced by the agency and Mr. Lazarus are Vee-Bee Products Co., Chicago, with plans to use radio in the near future promoting Oil for Youth and Aeolian Almond Cream, and the 12th St. Store (department store), which plans to use a half-hour program in the fall.

Navy Calls Knight

JOHN B. KNIGHT Jr., senior television engineer at NBC's transmitter atop the Empire State Bldg., reports for active duty May 12 as a lieutenant in the U. S. Naval Reserve to be stationed in the Bureau of Ships in the Navy Dept.

Network Accounts

All time EDST unless otherwise indicated.

New Business

PROCTER & GAMBLE, Cincinnati (Ivory Flakes), on April 28 started *The Story of Mary Marlin* on 17 CBS stations, Mon. thru Fri., 5-5:15 p.m. Agency: Compton Adv., N. Y.

MILES LABS., Elkhart, Ind. (Alka Seltzer), on June 2 starts for 13 weeks, *Lum & Abner*, on NBC-Pacific Red stations, Mon., Tues., Thurs., Fri., 7:15-7:30 p.m. (PST). Agency: Wade Adv. Agency, Chicago.

Network Changes

MARS Inc., Chicago (Forever Your's candy bar), on May 11 replaced *What's Your Idea* with *Dr. I. Q. Jr.* on 28 NBC-Red stations, Sun. 6:30-7 p.m. Agency: Grant Adv., Chicago.

WHITE LABS., New York (Feenamint), on May 16 shifts *Double or Nothing* on 85 MBS stations from Sun., 6-6:30 p.m. to Fri., 8-8:30 p.m. Agency: Wm. Esty & Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on May 5 added seven stations to *Kate Hopkins*, making a total of 51 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Jell-O), on June 8 replaces *The Jell-O Program Starring Jack Benny* with *Reg'lar Fellers* on 103 NBC-Red and CBC stations, Sun., 7-7:30 p.m., rebroadcast 11:30-12 midnight. Agency: Young & Rubicam, N. Y.

DE SOTO DEALERS of Southern California, Los Angeles, on May 5 started for 52 weeks sponsoring the nightly quarter-hour *Sports Bullseye* with Frank Bull, commentator, on KFWB, Hollywood. Agency is Smith & Bull Adv., Los Angeles.

AFA Speakers Selected For Radio Departmental

SPEAKERS for the radio departmental session to be held May 28, as part of the 37th annual convention of the Advertising Federation of America, Hotel Statler, Boston, have been announced with the subjects of their talks, as follows:

"Increasing the Tune-in," by Walter J. Neff, president of Neff-Rogow, New York; "The Effect on Advertisers of the Monopoly Report," by Russell Place, NAB counsel; "Chimes and Gongs in Radio Advertising," by Frank E. Pellegrin, director of the department of broadcast advertising of the NAB, and "Highlights of the NAB Convention," by Mr. Place and Mr. Pellegrin. The latter talk will consist of a frank discussion with answers to the questions brought up at the NAB convention in St. Louis, May 12-15, including such problems as ASCAP-BMI, merchandising practices, and commercial sections of the code.

Presiding at the session will be Robert S. Peare, director of publicity department of General Electric Co., Schenectady [BROADCASTING, May 5].

Armour Anniversary

ARMOUR & Co., Chicago, commemorating the 25th anniversary of its plant at Indianapolis, on May 8 started a five-week schedule of four-weekly one-minute announcements on WFBM, that city. Announcements also promote various Armour products. Agency is Lord & Thomas, Chicago.

ON LEAVE of absence until latter June is W. R. (Bill) Helie, sales manager of WCOA, Pensacola, who is a member of the Florida State Legislature now sitting in Tallahassee.

Dog Food Series

VITAPEP PRODUCTS, Los Angeles (dog biscuits), new to radio, on May 19 starts sponsoring a thrice-weekly quarter-hour series titled *Guiding Eyes*, on KHJ, that city. Contract is for 52 weeks. Built around the seeing-eye dog theme, commentator requests letters from persons in California stating specific cases of blindness. Most deserving individual, judged by an official committee, will be given a seeing-eye dog. Ray Coffin, formerly program director of television station W6XAO, Hollywood, is writer-commentator of the series. Cooperating with the sponsor in supplying dogs is the Tailwagger Foundation, Hollywood. Davis & Pearson Adv. Agency, Los Angeles, has the account.

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Movie Money Seen In ASCAP Peace

MBS Said to Be Slated for Heavy Hollywood Business

WITH SIGNING of a peace pact by MBS and ASCAP, that network is scheduled to receive a flood of business from Hollywood major film studios who have big musicals on their production charts.

The peace agreement would provide the only current available national network for airing of song numbers from films as exploitation plugs. Consequently, 20th Century-Fox announced May 1 that it will take the earliest possible advantage of MBS to boost musicals and other pictures having song numbers.

Tentative Plans

Although the motion picture has been on the market for some weeks, it was said that a special broadcast would be arranged at once, if possible, to plug "That Night in Rio". Studio executives, sold on boxoffice benefits from network program plugs for musicals, believe such a special broadcast will materially increase the already heavy take.

During the ASCAP-radio controversy, 20th Century-Fox has been using everything from trick trailers to loudspeakers on trucks to plug musical numbers. Results were regarded as none too good. Executives of that company are also planning to negotiate network exploitation for "The Big American Broadcast", which is just hitting the market, with future MBS shows presenting music from "Moon Over Miami", just completed, and "Sun Valley Serenade".

Paramount, using radio wherever possible since the first of the year, plans to go after broadcast exploitation even more extensively than before. It has already aired 22 pictures, and on programs with high Crossley ratings, timing them when possible to national release dates as an aid to exhibitors. "The Road to Zanzibar", Paramount's top grosser of the past four months, benefited particularly from this treatment due to tie-ups of Bing Crosby, Bob Hope and Dorothy Lamour who are featured. This picture has received more extensive radio mention than any film of the year. There have been coast-to-coast plugs on both NBC and CBS, by Kate Smith, Rudy Vallee, Eddie Cantor, Hedda Hopper, Alec Templeton, Jack Benny, Crosby and Hope, not to mention such shows as *Lux Radio Theatre*, and *Gulf-Screen Guild Theatre*, now off the air for the summer.

Forthcoming pictures for which special radio exploitation now is being planned include "Hold Back the Dawn", "Caught in the Draft", "Great Man's Lady", "One Night in Lisbon", "Skylark", "Reap the Wild Wind", "Nothing but the Truth", "Shepherd of the Hills", "Kiss the Boys Goodbye", "Parson of Panamint", "Aloma of the South Seas", and "Birth of the Blues".

Network exploitation tie-ins are being augmented by transcribed spot and quarter-hour dramatizations planted locally throughout the country. These are especially effective for dramatic and action shows. As example, "I Wanted Wings", is drawing top coverage on this system through tie-ups with recruiting services throughout the country.

Universal has started production on "Radio Revels of 1941", which is to include many top names in broadcasting. Supporting Ken Murray and Frances Langford will be Skinnay Ennis and his band, Hanley Stafford, Susanne Miller, protege of Rudy Vallee, and many others. This musical film will come in for many air plugs on network programs and in addition, Universal will exploit it locally on stations throughout the nation via transcriptions, with the usual exhibitor tie-in.

Drawn for BROADCASTING by Sid Hix

"So You Have 12 Hours Leave? What Are Your Plans?"

Newspaper Ownership Issue at Impasse As Committee Plans for May 16 Meeting

TEMPORARILY forced into the background by the network monopoly issue, the newspaper ownership situation is in a state of suspended animation while the Newspaper-Radio Committee prepares for its next meeting in St. Louis May 16 immediately following the NAB convention.

Chairman Harold Hough left New York for St. Louis on Friday after appointing Carl H. Sundberg, research and promotion manager of the Branham Co., station and newspaper representatives, as executive secretary in charge of the New York office at 370 Lexington Ave.

Mr. Sundberg, who headquarters in Chicago, is on loan from his company, which represents mostly newspaper-owned stations in the national advertising field. He has been with Branham for six years and before that was associated with Major Markets Newspapers.

Meeting With Fly

The St. Louis meeting will bring together Mr. Hough's committee of nine for conferences with the attorneys who will handle the newspaper ownership case before the FCC when the hearings are called in compliance with Order 79. They will also select a research chief at that time.

Chairman Hough announced that the New York meeting plea for a fund of $200,000 to defray the expenses of preparing for and appearing at the hearings [BROADCASTING, April 28] has met with "excellent responses". There have been "no other defections" from the group than the *Chicago Tribune* (WGN), he said. The latter has indicated it will present an independent case at the hearing.

The Newspaper-Radio Committee's lawyers met May 5 as scheduled with FCC Chairman Fly in his Washington office, and informally discussed the plans for the investigation and hearing. Present with Mr. Fly were Telford Taylor, FCC general counsel, and Joseph L. Rauh Jr., assistant general counsel. All three newspaper-radio counsels were in the session—Chief Counsel Thomas D. Thacher and Associate Counsel Sydney M. Kaye of New York and Abe M. Herman of Fort Worth.

Their discussions were described as preliminary and wholly "amicable" and it was agreed to hold another legal session in Mr. Fly's office on Monday, May 19, to define the issues and possibly to arrange the date for the hearings. These are not expected to start before June 15, and it is doubtful now whether either party will be ready by then.

ALLIED FLORISTS, Chicago, during the week of May 5 ran a special Mothers' Day campaign of spot announcements on WBBM WMAQ WCFL WGES WEDC, same city, and WIND, Gary, Ind. Agency is Brandt Adv. Co., Chicago.

E. CLAUDE MILLS, chairman of the executive committee of ASCAP, and John G. Paine, general manager, will represent ASCAP at the NAB convention.

New List Blankets Most Basic Metals

Priorities Point to Further Restrictions on Supplies

ALL ESSENTIAL construction metals, including iron and steel products, are blanketed in a revised and expanded priorities critical list announced last Thursday by E. R. Stettinius Jr., Director of Priorities of the Office of Production Management. The list covers all but a few precious metals and includes 16 metals and classes of metals put under inventory control May 1.

Coming along with a growing crisis in radio manufacture for civilian use resulting from a sharp curtailment of aluminum supplies, the revised critical list points to new restrictions on manufacturing material which will encompass the whole field of radio manufacture—transmitters as well as receivers.

Military Preference

The list amounts to a compilation of items on orders for which the appropriate Army and Navy representatives may issue preference rating certificates automatically. Preference rating certificates also may be assigned on subcontracts for these items, it was stated. The priorities critical list is subject to revision once each month.

With the Priorities Division revealing indications of a constantly tightening situation so far as strategic materials are concerned, it was pointed out by industry observers that the prospect for civilian production grows darker day by day, since even under a more favorable priority rating than the B-7 now accorded aluminum for use in radio and communications manufacture there would be so little aluminum available over and above the defense demands that the lower priority rating would actually make no more of the material available for civilian manufacture than the higher rating. This situation, now extending beyond aluminum, probably will prevail for all metals used in radio manufacture, it was thought.

In addition to iron and steel products, among the 45 new items included in the revised list are antimony, cadmium, chromium, cobalt, copper, halowax solution for insulating wire, iridium, lead, manganese or spiegeleisen, mercury, molybdenum. Previously on the list were aluminum, brass, bronze, magnesium, monel metal, vanadium and zinc.

In making the announcement of the revised list, the Priorities Division emphasized that while inclusion of an item on the list indicated that the Army and Navy was interested in supplies of that article and would move to restrict its use to defense purposes if necessary, it did not indicate that actual priority ratings would follow

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because

they stand the test of time . . .

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